

How To Get Started Building Your Food and Beverage Business





Starting Your Business

So you want to start a better-for-you food business. Congratulations! More consumers are shifting their attention to healthier options as wellness is top of mind. The road to success is a roller coaster ride, but one that is definitely worth riding. The goal is to understand the challenges and know how to improvise, adapt and overcome the ups and downs while still having a good time.

The Foodpreneur E-Book from Brand Guide is a roadmap to get you started down the path of success. Included are some initial recommendations to think about: category insights, networking connections, and brand positioning guidelines that will guide you as you build your food business.

Accelerate Awareness and Growth In Your Business

- Know your strengths, weaknesses, opportunities and strengths
- Find the white space to be unique
- Solve your customers problems
- Know what is happening in your category
- Innovate and build good partnerships
- Share your story with consistency and authenticity
- Stay Relevant and have fun





FoodPreneur Advice

Find your niche. You might think your product is for everyone, but that is far from true. Focus your efforts and positioning as the leader for a specific category and audience. This focus establishes your credibility against competing generalists and will also help you find your UVP.

Define your Unique Value Proposition. What makes you unique? What helps you stand out from your competition and solve your target audience's problems? Finding your UVP is not always easy but a concise, straight-to-the-point statement about the benefits you offer customers is important for a sustainable business but also for your fans to know where you stand.

An ecommerce presence is key to success. The pandemic has permanently affected where consumers shop for their groceries. While many shoppers are back in stores, ingrained behavior and added convenience of online grocery will ensure ecommerce sales continue to grow at a stable pace reaching 20% of the total grocery sales by 2026. Check out the full report at eGrocery Transformed Market-Projections and Insights

Engage with your target audience. Especially at the beginning, you need to have a direct connection with your audience to gain critical insights into what is working and where the challenges are. Consumers are so willing to interact with brands nowadays - use it to your advantage and gain their trust. Retailers want to see efforts by the brand that they are creating awareness and engagement with their target audience. Download my "Ultimate Cheat Sheet To Uncover Consumer Triggers" that provides more details to outline your Ideal Customer.

Conducting a SWOT Analysis

Let's get started with an overall look at your situation. What are your businesses strengths, weaknesses, opportunities and threats? If you have not conducted a SWOT analysis for your business yet, let's put the work in now.

A SWOT analysis is a planning tool that allows your company to understand, improvise, overcome and adapt to the ever-changing business world. This analysis brings awareness for you and your business whether you are just starting, exploring new initiatives, pivoting, or launching into a new category. You can see your success and challenges and then take action to build upon the best parts and mitigate the troubles that are in the way of growth.

The goal will be to prioritize the top three areas of focus for each area: strength, weaknesses, opportunities and threats. Always prioritize and keep in mind the resources you have to give energy to each area of focus.

Putting pen to paper is crucial. I have included a few points for you to get started. Gather people from different parts of your company and make sure that you have representatives from every area - finance, human resources, customer service, marketing, shipping. Everyone plays a part in the success and challenges of your business. You'll find that different groups within your company will have entirely different perspectives that will be critical to making your SWOT analysis successful.



Conducting A Swot Analysis Is Similar To A Brainstorming Meeting.

- Discuss each topic: strengths, weaknesses, opportunities and threats.
- I suggest giving everyone a pad of sticky-notes and have everyone quietly generate ideas per category. This prevents groupthink and ensures that all voices are heard.
- After 5-10 minutes of private
 brainstorming per topic, put all the
 sticky-notes up on the wall and group
 similar ideas together. Allow everyone to
 add additional notes at this point if
 someone else's idea sparks a new
 thought.
- Once you have your analysis complete, look at your strengths and determine how you can use those strengths to take advantage of your opportunities. And how your strengths can combat the threats that are in the market. Use this analysis to produce a priority list of actions.
- Schedule your goals and milestones on the company calendar. Commit to execution and full team engagement.



I guide FoodPreneurs - consumer packaged goods companies - in the startup and growth-stage who struggle with inconsistent brand messaging & the execution of that messaging and would like to find a clear path to spark a change in their communication strategy.

About Me

Hello, my name is <u>Kristine Carey</u>. I am the founder of <u>Brand Guide</u>, advising startup food and beverage companies on brand positioning, and marketing communication strategy.

I am the creator and advisor of <u>Brandamentals Academy™</u> an eLearning branding and marketing communications course for startup and emerging brands with purpose-driven and better-for-you products and services.

My career as a Brand Guide has allowed me to build awareness and consistent brand messaging that connects with consumers and business partners alike. I am a mission-driven strategist with an entrepreneurial spirit working with food and beverage startups and emerging brands. My approach is to enable entrepreneurs with a smart communications plan that takes into account the stage of your business. I believe in your passion and bring the energy and drive to deliver a plan of action for brand strategy, and engaging storytelling.

If you are in the Denver/Boulder area let's meet up and take a hike or connect over coffee. You can find me networking with Naturally Boulder, Colorado Food Works and Startup Colorado.

You can schedule a complimentary discovery call here.

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