

Distribution Strategies: Foodservice Equipment Industry

The Challenge

As a foodservice equipment manufacturer, your distributors, dealers and commissioned sales representatives are vital to the success of your business. Your challenges are to maintain brand value, preserve or increase market share, prevent customer defections and achieve all of this while increasing efficiencies and improving relationships with your distribution partners.

The Solution

Reshare's proven enterprise software solution, Distribution Relationship Management, enables your distributors, dealers and customers to easily buy directly from you online. Reshare allows you to maximize your revenue stream while reducing your selling and marketing costs. Your dealers and distributors enjoy increased market knowledge, additional revenues, improved efficiency and new customers. You have complete control of how products are branded, marketed and sold. Reshare will develop cohesive strategies that build a sustainable competitive advantage for you and your channel partners. By acting as a third disinterested party, we assure that trust is established.

Patented Software

Reshare offers the only patented (US# 6,594,641 and foreign countries) software that enables you to:

- Gain access to valuable customer information
- Sell directly to restaurants & food service providers, while sharing revenues with distributors and dealers
- Enable customers to locate and select an appropriate partner
- Credibly demonstrate fairness to dealers and distributors
- Maintain existing relationships between all channel partners

Internet & Channel Experience

With over 20 years of online experience across a multitude of industries, we offer software and strategies that resolve channel conflict, guarantee complete brand control and enhance relationships between all channel partners and end users. We have a deep understanding of the benefits and challenges of distribution. Our mission is to improve relationships and profitability of all channel partners. This translates to increase revenue, market share & profits.

Return on Investment

As the Internet sector matures, use of eCommerce and online sales increase – what was less than a percent of total US expenditures three years ago approaches three percent today and is expected to reach ten percent within five years. Not capitalizing on that ten percent will do more damage to your company.

Customer Defections attack profitability. Lack of inventory, a complete product selection and/or the ability to purchase online causes defection to other brands. A Harvard University study shows that by retaining just five percent of your customers, profits rise by no less than twenty-five percent.

Research Results

According to a recent study of 800 foodservices executives, almost half of all restaurant operations with fewer than six locations now order products electronically, and more than half use the Internet to comparison shop. More than 80% of respondents anticipate their online purchasing to increase over the

next two years. Up to 65% expect to buy most goods online

Additional Benefits

- Order processing cost reduction across all channel partners in aggregate of up to 72% according to studies of Alliant Foodsystems (now US Foods)
- Increased order size as the result of ease of use and access
- 24/7 ordering availability
- Increased order accuracy
- Direct relationship with chefs, restaurants and other foodservice producers that enable you to conduct product research and obtain valuable customer feedback
- Up-selling and cross-selling abilities for other products where collaborative filtering/recommendation technologies are deployed
- Absolute brand control

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