

Welcome




Oifig Fiontair Áitiúil
Local Enterprise Office

Oifig Fiontair Áitiúil Droichead Árainn, Droichead Árainn

Local Enterprise Office Droichead Árainn

Objective of IWFG Programme

“To build a channel to allow micro food producers from Galway, Mayo & Roscommon to successfully access the London and S.E. England premium Independent Food Market through a shared economy model”



Completed

1. Launched at Speciality Find Food Show.
2. Initial List participating companies.
3. Appoint team on ground in London.
 1. Boots on the ground.
 2. Wheels on the ground.
4. Collate list of 450 target retailers.
5. Establish Hub in London (Westpoint).
6. Carried our “First Engagement” with companies.
7. First Samples shipped.



The Companies

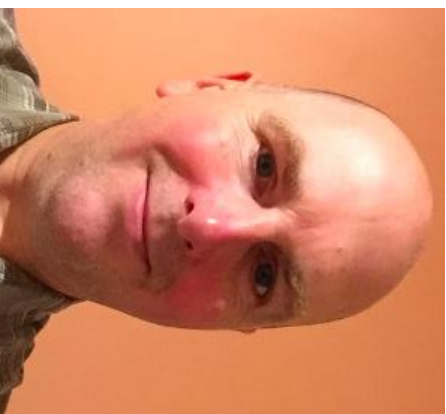
1. Micro Food	28 (15 start-ups)
2. Micro Alcohol	5
3. Medium	2
4. Large	2
5. Total	37



The Team



Declan Dronney
Project
Manager



Will Winterburn
Consultancy
Sales & Marketing



Andrea Paul
HUB Manager
Sales &
Distribution



Stephen McGarvey
Competitor Analysis



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Although small this gives the companies an immediate opportunity to test their products in the market.

1. Introduction to WestPoint retailers.
2. Delivery of samples / orders to addresses.
3. Secure storage in Central London



Logistics

1. Direct delivery from Companies to London Hub
2. Direct delivery From Companies to Distributors.
3. Products consolidated in Oranmore, Galway.
4. Ship to Westpoint Hub in London.
5. Deliver to final destination.



The Plan Q1 - Operations

1. Finalise Competitor analysis.
2. Finalise Retailer analysis.
3. Create list of target distributors.
4. Q1 review with the Leo offices companies.
5. Agree next steps for each company
6. Finalise Company List



The Plan Q1 - Marketing

1. Complete Website
2. Finalise Trade Shows
 1. Trade shows
 2. Consumer shows
 3. Alcohol
3. Finalise Social Media and PR Strategy
4. Create the Brochure and sell sheets



Thank You

Your Questions ?

