

	<p>A BALANCED LIFE DESPITE NO TIME</p> 	 <p>www.foodsport.com</p>
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CONTENT: SUMMARY FOODSPORT CONSULTING





Summary

***Foodsport* Consulting**



Objective

Service: Innovation development and strategic marketing management, based on the *Foodsport* concept.



Benefits

Target group: Innovation-oriented and branded companies who supply products and services in the field of “food” or “sports.”



Foodsport projects

- Products:
- *Foodsport* projects with innovative companies
 - Strategic marketing management services



Strategic marketing

Advantages: Innovative and open minded companies benefit from our marketing expertise, and the accompanying specialized *Foodsport* knowledge. By using these services you are able to create new market spaces and market new products or services more successfully.



Contact



Summary



Objective



Benefits



Foodsport
projects



Strategic
marketing



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Objective

- To successfully develop new *Foodsport* products and services in cooperation with innovative companies.
- These products and services should help consumers to achieve a healthier, more active and enjoyable lifestyle without spending too much time.





Summary



Objective



Benefits



Foodsport projects



Strategic marketing



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Benefits

- Make the most of the opportunity to benefit from synergies generated by the *Foodsport* brand for the development and marketing of your own offers.
- Tap the full innovative potential of your company by creating new market spaces, product ideas and concepts.
- Profit from our marketing knowledge combined with our *Foodsport* know-how to successfully implement your product and assortment strategy



Summary

***Foodsport* projects**

Foodsport projects aim to develop and launch new products and services in co-operation with branded companies for consumer goods or services. These products and services should help busy people to achieve a more healthy and active lifestyle, despite their everyday lack of time.



Objective

Products and services have to be in line with the *Foodsport* concept and its philosophy.



Benefits

These projects offer a number of opportunities, which could be further developed in a joint discussion:



Foodsport projects

- You can rely on a fully developed brand concept with trustworthy and innovative positioning for a highly attractive target group
- Take advantage of the *Foodsport* international trademark to find synergies and attractive marketing opportunities for your own branded goods: e.g. cross promotions with the *Foodsport* book, specific *Foodsport* assortments or co-branding projects, and much more



Strategic marketing



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Summary



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Benefits



Foodsport projects



Strategic marketing



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Strategic Marketing Management

Profit from our strategic marketing know-how through practically all stages of a classical product development process.

Steps	Benefits
Creation of ideas	Create unique and new products and services by using our creative ideas in the field of “food” and “sport”. Enrich your own creation process by involving an external marketing expert, specialized in the field of “food” and “sport”.
Product definition	Create a successful launch strategy (product, design, specifications and assortment), considering your competitive environment, timings, cost objectives and your corporate brand guidelines.
Development process	Strengthen your project teams for an efficient implementation of the pre-defined product and design strategy. Challenge your development team members not to reject good ideas from the very beginning. Change a first <i>“No, because...”</i> into a <i>“yes, maybe...”</i> and finally turn it to a <i>“We can get it done by...”</i>
Market launch	Prepare a convincing (international) launch and communication strategy for consumers and trade. Highlight your uniqueness and competitive advantages successfully. Inspire your organization with a convincing presentation.



Summary



Objective



Benefits




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