



# Wholesale Food Products

Case Study





Project Duration:

3 Months

Strategy/ Targeting:

**Industries:**

1. Retail Groceries
  2. Hospitality
  3. Food and Beverage Services
  4. Accommodation and Food Services
  5. Restaurants
- 



Job title:

1. Chief Executive Officer
2. General Manager
3. Purchasing Manager
4. Procurement Manager
5. Innovation Manager
6. New Product Development Manager
7. Food Technologist
8. Category Manager
9. Business Development Manager

Geography:

Australia





## Stats

<b>Connections sent out per month</b>	<b>220 to 250</b>
<b>Average Connection Rate</b>	<b>22 -23% for July   49% for August Month</b>
<b>Average Number of Leads Per month</b>	<b>12 For July &amp; August</b>



## Lead Screenshots:



**Tony Keane** • 6:07 AM

Good Morning Cameron,

Thanks for reaching out, and would be interested in learning some further information about your products to see if they do suit our needs. If you dont mind, would you be able to email me a list of your product range so I can review this with our team.

My email is [tony.keane@quayperth.com](mailto:tony.keane@quayperth.com)



**Will Borland** • 1:02 PM

Hello mate. We use my local foodie. Do you supply with them? I can connect you with my chef

My email is [will@thegeorgeoncollins.com.au](mailto:will@thegeorgeoncollins.com.au)



**Karla Borland** • 1:37 PM

Hi Cameron, please send more info to [karla.borland@morsl.com.au](mailto:karla.borland@morsl.com.au)



**Billy Green** • 3:26 PM

Hi Cameron feel free to send a product list to [billy@makeoutmeals.com.au](mailto:billy@makeoutmeals.com.au) and we will see if it is relevant to us



**Gary Trenerry** • 1:50 PM

Give me a call tomorrow to discuss



**Boaz Keeda** • 2:47 PM

Cool, do you want to send me product range and price points?



**Steve Old** (He/Him) • 1:05 PM

Mate

Email me at [steve@tha.asn.au](mailto:steve@tha.asn.au) with details



**Jack Choi** • 6:22 AM

hi ,

thanks for message

[admin@krazybird.com.au](mailto:admin@krazybird.com.au)

send me your service and how it work , price please



**Daniel Hoad** • 9:03 AM

Hi Cameron, thanks for the add. I'll pass your details onto our production manager and go from there. Appreciate you reaching out, you never know what we might come up with in the future

# Thanks!

