

CASE STUDY - TFC Express

Top quality food for top quality chefs

Client	Employees	Industry Sector	Main service
TFC Express	15	Wholesale & retail food	Food Distributor



Nature of problem

TFC Express are a young company run by chefs for chefs, with ambitious plans to add an internet based sales channel to the current wholesale division. The Senior Management Team had limited general business experience and this had led to:

- No formal planning
- Lack of formal marketing and account management systems
- No management accounts, reporting or projections
- Lack of managerial skills among the team
- Lack of formal systems and processes

How JHK solved the problem

- Developed Business Plan to attract loan and investment
- Used specialist sector skills and knowledge to create Strategic Marketing Plan
- Instigated Brand Development initiative
- 1:1 coaching with all senior staff to improve motivation and sales
- Developed plan for new on-line retail company
- Helped recruit professional expertise in areas of finance, admin and food legislation
- Developed systems and processes for reporting and monitoring operations
- Acted as personal coach and mentor to MD to ensure strategic approach is taken with all growth opportunities
- Developed HR systems and processes

Outcomes & Benefits

- Increased profitability and productivity
- Accelerated growth and recognition within the industry
- Development of skills and motivation within all staff
- High Awareness within industry and wider
- Increased sales opportunities
- More formalised approach to managing the operation
- Structured systems and processes to take the company forward

Future Plans

Working alongside the client as a strategic partner to develop new on-line retail company, including Management Development training for new team to take this company forward.

"You give us stability and assurance by challenging us and making us think about things in more depth"

"You have helped us progress in a more structured way"

"You have given the staff more confidence"

You have given us feedback about what works and doesn't, you really care about us"