



FOOD EMPIRE



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In a fast-paced consumer behavior change, not only food companies must effectively capturing customers' demand to achieve target revenue, but also needs to control cost in order to enjoy profitability. Common strategies that we often see are branch expansion and portfolio diversification. Both of which requires in-dept understanding of consumer insight. Lack of understanding or poor analysis may lead to various downsides and ultimately cause a total failure; high operating cost, waste of raw material, poor quality of service, higher turnover rate, inconsistent taste, etc.

“Food empire” was designed for participants to practice managing value drivers along food supply chain, starting from farming, food processing, all the way to downstream business; restaurants.

FOOD VALUE CHAIN



LEARNING OUTCOMES

At the end of the course, participants will be able to:

- Understand key drivers for different type of business position along food supply chain
- Identify key drivers for specific target market
- Manage resource efficiently; both financial resources and human resources
- Analyze macro view of business value chain from upstream to downstream and leverage their competitive advantage
- Identify business opportunity, and able to make an objective investment decision
- Drive business growth, whether by vertical or horizontal integration
- Negotiate a sustainable business solution among key stakeholders and business partner