

CA Digital Food Strategy

Food companies become Smart

STRATEGIES TO MAKE A PRODUCT SALEABLE ONLINE

+ INVESTMENT IN MARKETING

+ CUSTOMER RELATIONS

+

Customer Lifetime Margin

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Sells a coffee-capsule and coffee-machine combination on his proprietary website, thereby ensuring ongoing repeat sales of coffee capsules. High profit margins and repeat purchases enable him to invest in advertising, even on TV ads.

Thanks to e-commerce, the trader sells a "basket" of goods online. Repeat purchases enable him to invest in marketing so as to establish a direct relationship with the customer.

A Consortium that set up its own e-shop in 2020 in partnership with other brands and utilises refrigerated delivery as an asset. The high rate of repeat purchases enables them to invest in the brand

Present on e-GDO and Amazon, it does not have its own e-commerce. It can make big investments in marketing but lack many data of buyers.

Has had a proprietary e-commerce website since 2011. Aims to increase brand value via blockchain, packaging innovation and products developed around specific utilisation opportunities.

Also sells goods on his own website that are not available in the chain-stores. Invests in developing customer relations by means of competitions that draw consumers online and uses bots and the social media to favour customer relations.

An Association that, via Coldiretti, sells goods produced by various producers operating in Rome and Milan local markets, as well as monitoring the applicable cold-chain.

Sells various types of teas and infusions in various pack-sizes on his proprietary website. Utilises customer relations to gather user-data online with which to personalise the service.

E-commerce proprietor who offers all the chain-store brand products. This facilitates purchases by part of the specific consumer target market (purchasers of organic goods).

An e-commerce website that puts various Italian olive-oil producers and their respective products online (extra-virgin olive oil, condiments, preserves, cosmetics), thus creating a valuable brand and establishing direct contact with customers.

In addition to selling on their own website, they also their goods on Cortilia and NaturaSi. These players aim to satisfy specific needs and enable easy and repeat product-box purchases.

INDIPENDENT PRODUCTS

Individual products sold on proprietary websites: each product falls into a specific mental category and satisfy a specific user need

PROPRIETARY PRODUCT BASKET

A producer develops an online e-commerce site on which he sells all his proprietary products, which enables the customer to purchase a variety of different products all in one place

PARTNERSHIP PRODUCT BASKET

Various producers enter into partnership and sell their respective products in a "basket" of goods online, thereby optimising their product distribution network

HOUSEHOLD SHOPPING BASKET

Goods are sold online via the chain-store's website or online marketplace, or via other platforms

E-commerce models: impact on marketing strategies and customer relations

Download the complete report casaleggio.it/en/focus-en/digital-food-strategy

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