



BIS FOODSERVICE

▶ **Omnibus**



“A quantitative private research instrument for suppliers to the Australian foodservice market”

▶ *Think foodservice, not retail!*

BIS Foodservice

“BIS Foodservice Omnibus assists suppliers in gaining a deeper understanding of foodservice operators’ needs, preferences and behaviours relating to their company’s own product offerings as well as general food and non-alcoholic beverage usage.”

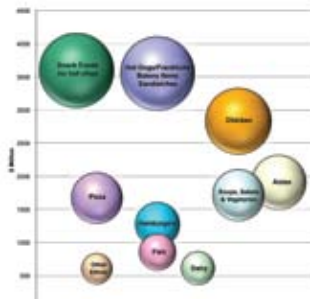
Your **questions** might include:

- > Which brands are most common? Within which foodservice channels?
- > What is the outlet profile for our brand?
- > What is the average price paid?
- > Which distribution channel is the dominant one for our product?
- > How often do outlets purchase our product? In what quantities?
- > Is our packaging the right one for our type of product?
- > How are our products used by the operators?
- > How important is product quality?
- > Which cuisine types use our product most frequently?
- > What are the new menu items most applicable to our products?
- > How do outlets want to receive product information and news?

BIS Foodservice Omnibus is able to:

- Deliver findings and analysis on your specific questions
- Identify market opportunities for your products or services
- Highlight competitive threats
- Market segmentation for your products or services
- Track market developments, changing attitudes and product usage

This will enable you to make solid business decisions in the foodservice market.



“Through the questions your company poses combined with BIS Foodservice’s analysis based on our in-depth knowledge of the foodservice market, you receive a comprehensive report on operators’ usage of and/or attitudes towards food and beverage products, services and equipment.”



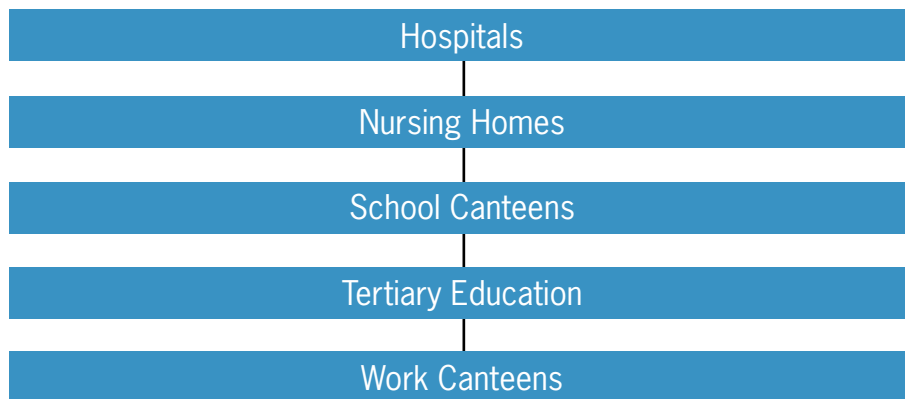
BIS Foodservice Omnibus Particulars

- Conducted twice per year
- Representative sample according to the breakdowns of the commercial and non-commercial foodservice sectors at national and state level.

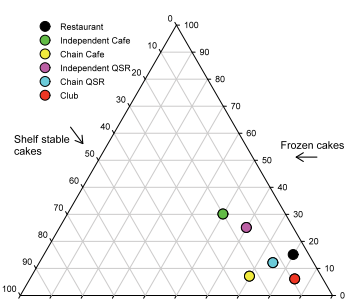
Commercial foodservice channels:



Non-commercial foodservice channels:



- Questionnaires are completed on line and through CATI interviews.





Think foodservice, not retail!

Why BIS Foodservice Omnibus?

- ▶ Identify your target segments.
- ▶ Ongoing foodservice market tracking to evaluate your marketing strategies and tactics.
- ▶ Evaluate your market position and market shares.
- ▶ Base your decisions on facts derived from a reliable sample size.
- ▶ Benefit from unbiased information and analysis as BIS Foodservice is a neutral third party.
- ▶ Exceptional sample size which enables analysis down to segment level, by region and local market and type of foodservice outlet.
- ▶ Enables you to cross-reference your product portfolio to ascertain the potential for co-branding, co-marketing and cross selling in the foodservice market.

Individual confidential client reports

- 1 Delivered in PowerPoint format
- 2 Extensive use of graphical presentations of analysis
- 3 Supporting data in spreadsheet format
- 4 Recommendations
- 5 Presentation to your team (optional)

▶ COSTS

Cost per *Question* is **A\$4,000** (+ GST) which includes one screener question.

- ▶ Every additional Question at a reduced cost as per quote.
- ▶ 10% discount applies to current subscribers to Australian Foodservice Continuous Information Service.
- ▶ On-site presentation – optional A\$850 (+ GST) and travel costs.



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