

> BATTISTONI ITALIAN SPECIALTY MEATS

GROWING SALES IN A HIGHLY COMPETITIVE MARKET



RESULTS

- Exceeded three year sales goal in one market segment by 100% in 18 months.
- Reached 50% level of three year goal in another market segment in just one year.
- Expanded distribution outside New York and added new customers.
- Hired two persons to assist in business development.
- Added new All Natural product line.



"The recommendations of which markets to target took us in a different direction than we originally expected, but we're glad we did it. We're not only growing sales, but they're more profitable; and we're diversifying and expanding our customer base too."

- Eric Naber, President

COMPANY

Battistoni has produced dried salamis, pepperoni and other cured sausages in Buffalo since 1931. They distinguish their products by using traditional, old world recipes, high quality ingredients and sausage-making practices that produce an authentic taste.



SITUATION

Despite a solid reputation for quality products, sales had leveled off as the marketplace shifted and competition intensified from store brands and national brands. The challenge was to determine how a local, privately-owned company could grow profitable sales in a highly competitive and changing market.

SOLUTION

Comparative analysis of market trends and company sales by market segment showed a divergence between where the opportunities were and where the company was attempting to grow. The Insyte-Battistoni Team developed a market strategy and three year sales plan that re-prioritized the sales focus by market segment to achieve both an immediate increase in sales and to lay the foundation for improved long-term revenue growth, stability and profitability. They then defined action items consistent with the strategy and goals to add new customers, expand geographic coverage and increase sales to existing customers. The team also developed a marketing plan to build the Battistoni Brand.