

# TIPS FOR Building a Trusted Global Supply Chain

**THIRTY-SIX OF THE TOP 50 FOODSERVICE BRANDS** have expressed intent or interest in a global presence. With this trend, brands are seeking support, guidance and solutions to help their global growth from sources of supply, distribution, technology, quality assurance and compliance services, as well as market research. HAVI has the expertise you need.

## INVESTIGATE MARKETS

Ensure the growth plan is specific to the unique requirements associated with global variabilities. Global markets vary greatly. Researching your target markets will help determine how your brand translates to those markets.

## IDENTIFY QUESTIONS

Figure out which questions you need to ask that are different from the questions used to grow domestically. It is an ongoing process to gather the right questions at each phase of the growth process.

## RESEARCH COMPANIES

Research case studies of companies that have grown globally. Have interactions with supply chain leaders focused on global growth at conferences or through proactive one-on-one outreach.

## LEVERAGE RELATIONSHIPS

Tap into existing relationships where you can build strong trusted global relationships. This is extremely important for global expansion. Transparency with supplier partners is key and core to long term success.

## UNDERSTAND CULTURE

Acclimate to the culture. For example, one company's partner in Japan recommended that a great flavor for a shake was sesame paste; they tried it and demand exceeded expectations.

## CREATE VALUE

Understand the growing pains within your organization and with your key global partners; what they do that is working and key inputs on what drives their business and the value they create.

## SCALE FOR EFFICIENCIES

Make decisions at appropriate levels, ensuring the right people at the C-level are engaged. A dedicated team drives the most efficient process for scaling up in the target countries to find local and reliable sources.

## STAY THE COURSE

Be alert to distractions from your plan. Opportunities will pop up frequently, but it is important to have the right balance between sticking to your plan and exploring unexpected prospects for growth.

**8  
TIPS**

to support your plans  
for expansion  
both domestically  
and globally

By having the right questions at hand, and the right partner to support you, global expansion may be your answer to continued growth. Look to HAVI to tap into 40+ years of experience optimizing and managing global foodservice supply chains.

Let's Talk!  
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