RECOMMENDATIONS

Based on these key insights from their research, the team recommended that COFCO:

1. Create a new independent sales team responsible for generating new business and growing the customer base
2. Implement a Customer Relationship Management (CRM) platform to help leverage existing connections and increase customer retention
3. Increase direct marketing through a direct mailing campaign
4. Expand key networks, like their relationships with regional universities, that are likely to lead to repeat purchases
RESULTS

Following this project, COFCO continued the consulting relationship with Fox MC to help implement the plan and guide their organization to sustainable growth.