

COMMERCIAL GUIDE

Introduction:

The Commercial Guide gives current and prospective suppliers to Bidfood a summary of general requirements from suppliers, the new line listing process and ongoing support required to generate sales. It should be read in conjunction with the Supply Chain and Technical Services Guides.

Note that the guide is a summary only. Specific details will be discussed and agreed with your Bidfood Commercial contacts.

Bidfood' Group Commercial Department includes:

- Category Teams who are responsible for managing the product range, sourcing products and all aspects of the commercial agreement with the supplier.
- B2B Campaigns and Activations Team who are responsible for managing communication with Bidfood's customers through various marketing collateral including the Marketplace monthly promotions brochures, New 4 You brochures, and product guides.

Within the category teams a category manager is responsible for the range of products listed. [Click here](#) to view the Category managers and their respective product categories.

General Requirements from Bidfood Suppliers

If your company wants to be a Bidfood core range "onlist" supplier, there are certain minimum requirements to be met, summarised below. Suppliers who work closely with Bidfood will significantly increase their chances of achieving strong sales volumes.

- **Dedicated Account Manager:** to act as point of contact for all commercial dealings with Bidfood, including negotiation of prices and the overall commercial package, including advertising and promotional activity. The Account Manager will communicate regularly with their Bidfood commercial contacts, to assess sales performance and make recommendations for activity to maintain and increase sales levels.
- **Drive sales throughout Bidfood:** a product listing ensures that the product will be available for purchase from Bidfood. The supplier is responsible for investment in depot and end user activity which will increase product sales. Specific activity can be discussed with the Bidfood Buyer & Category Manager.
- **Price List:** a complete product list of on-list lines is published regularly and used by Bidfood's customers and sales teams. This guide provides an invaluable reference document of the complete product range, and also includes product advertising and hints and tips for caterers. It is an important awareness tool which suppliers can use to increase visibility and sales of their products.

- **Promotional Activity:** Bidfood publishes a monthly promotional leaflet, called Marketplace, which generates significant incremental sales for featured products. Suppliers are expected to feature their products in Marketplace regularly, with either advertorial or promotional activity or both. The full cost of features in Marketplace is funded by the supplier, and the frequency with which products appear can be discussed with your commercial contact.
- **Information:** it is always useful if suppliers can provide Bidfood with information about general market conditions and initiatives which may affect sales, and new product developments. [Top of document:](#)

Summary of New Line Listing Process:

If you are a new supplier, you should first read this guide, together with the [Supply Chain](#) and [Technical Services guides](#), to ensure you understand Bidfood's requirements. If you want to approach Bidfood to supply on list products, you will be required to confirm that you have read and accepted all the terms of the guides, by completing the [pre-supply checklist](#) before the buyer will arrange a meeting.

Specifically you will be required to confirm that you have the relevant BRC certification, and up to date HACCP/COSHH (as applicable) processes in place, as well as meeting basic commercial and supply chain practices.

You should email the completed checklist to your Bidfood contact or the category Manager ([Click here](#) for contacts). When you have sent the completed checklist, you should phone the buyer to arrange an initial meeting.

The next stage is to meet the buyer to present your outline proposition. You should have prepared product samples, cost price and suggested selling price, market and category position of your product and the benefits it can bring to Bidfood and to the caterer. It is also helpful to know which are the key target market sectors for your products.

Following the initial presentation of your products, the buyer will determine whether they are of interest to Bidfood. If they are, you will be allocated a password which will enable you to access the full Bidfood supplier website.

This contains detailed information about supplying Bidfood, and also copies of all documents for completion and manuals of operating principles and standards, which can be downloaded.

The first stage is **supplier approval**. This requires you to provide detailed information about your commercial terms, supply chain capabilities and QA standards. No products can be supplied until you have been fully approved by Bidfood, and supplier approval does not guarantee that your products will be listed by Bidfood.

You will then move to the next stage of detailed product submission. Your detailed proposal will be considered by the category team and you will be advised whether or not they will include the product as part of the range. The team will then explain the next steps required in making this product line(s) available to our customers.

If it is decided to include the product in the range, the final product cost should be agreed to include costs such as the use of Bidfood consolidation services which you may be required to use, and all detailed product information must be supplied. The Buyer will also advise the timing of adding the product to the range in the product guides. A minimum of 6 weeks notice will be given to enable stock to be prepared and delivered into Bidfood depots.

Detailed product information is submitted by one of two methods:

- New line form: to provide full information about your products. The new line form enables suppliers to provide all necessary details about their product, including product commercial details, physical properties, packaging, and nutritional and allergen detail.
- Online Platform – OPRi, this is currently only available for own brand products

Please note that all mandatory information requested on these documents must be supplied to Bidfood before the line is listed by Bidfood.

Timing:

From detailed proposal to decision to stock normally takes up to 6 weeks. There is no fixed period between initial proposal and detailed proposal, as this will depend on factors such as price list issue dates, category reviews and existing contractual commitments. [Top of document:](#)

Ongoing Support During Supply:

If your products are listed in Bidfood, you will be expected to maintain regular dialogue with your contacts within the category team.

You should monitor sales levels of your products, and propose activity which will assist in increasing sales of your products. This includes advertising, promotions and sales force and depot incentives. You may also be required to work with Bidfood's National Accounts team to assist with selling your products into major end user accounts. Your own sales force will compliment this by selling your products into caterers direct.

At the time of listing, you should agree sales targets with your buyer contact, and monitor performance against these targets. Product ranges are reviewed every 3-6 months, depending on the product category, and if your product fails to hit sales targets in 2 range reviews, it will be discontinued from the range. It is therefore in the supplier's own interests to review sales to ensure they are meeting targets and to propose additional activity if they are not meeting the target.

Other internal Bidfood targets include product profitability, sales volumes, competitive pricing and inbound service levels. If the benchmarks for these are not met, you will be expected to discuss how to remedy this with your buyer contact. [Top of document:](#)

Finance Department:

Structure: there are two parts relevant to Bidfood suppliers: invoices for the Wholesale Division, invoices for CD and statements of account. Full contact and address details are in the Supply Chain Manual which is available in the password protected area of the website.

Invoices should contain full delivery information, printed and written in English. All invoices must be in GB£ only.

Payments are only made against statements, in line with any payment terms agreed with suppliers by the Buyers. Full invoicing details are included in the Supply Chain Manual.

All deliveries originating from outside the EU are made on a DDP (Delivered Duty Paid) Incoterms 2000 basis. [Top of document:](#)

Note:

This Commercial Guide is provided for guidance only, and is a summary of requirements for Bidfood suppliers. Full detailed requirements are accessed from the full supplier section of the website by logging on using the password allocated to you.