



Market Scouting, Sourcing Management & Product Development

# Our Services



## Sales

- Client Scouting
- New Products Launch
- Managing Commercial Channels
- Sales Report



## Market Research

- Feasibility analysis
- Competitors analysis
- Price point
- SWOT analysis



## Branch Management

- Back office
- Order entry
- A/P – A/R
- Warehouse management

# Sales

## CLIENTS SCOUTING

Customers research between foodservice and retail distributors, retailers and industrial productions and PL

## MANAGING COMMERCIAL CHANNELS

By defining the type and size of the channel, costs, customers and commercial and investment investments, and mktg .



## NEW PRODUCTS LAUNCH

Considering consumer insight, benefits, reason why and key elements

## REPORT

Sales analysis, variance vs budget analysis, mix detail analysis, customer and commercial area analysis

# Market Research

## FEASIBILITY ANALYSIS

Primary importance in understanding the market / channel's acceptance of a product, its ingredients and labeling

## PRICE POINT

In-depth study of the price point with marginality analysis of the parent company, distributor, retailer and possible brokers



## COMPETITORS ANALYSIS

Detailed analysis of the offer of the major competitors with study of ingredients, labeling, format and exit price

## SWOT ANALYSIS

Strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities and Threats of a project

# Branch Management

## BACK OFFICE

With our staff we are able to assist all the needs of brokers, sellers and customers

## A/R - A/P

Credit collection, supplier payments, overdraft management



## ORDER ENTRY

Our team is at your service to process orders, organize freights, BOLs and all the necessary order processing activities

## WAREHOUSE MANAGEMENT

Assistance for container import, product storage, inventory, relabeling, etc.

# Channels

## FOODSERVICE & RETAIL DISTRIBUTORS

Italian ethnic distributors with presence in many states, offer many opportunities with several critical points also

30%



30%



## RETAILERS

Whether they are chains or independents, they are very often important vehicles to launch or strengthen a brand

## INDUSTRIAL

Companies specializing in the preparation of baked goods, pasta, desserts and frozen dishes in search of quality Italian products

10%



30%



## E-COMMERCE

A continuously growing sector in the USA with important players always looking for new products to stand out from retailers

GB GROUP  
USA



# Added Services



**LABELING**  
Labeling Study,  
Translations

**MKTG**  
Branding,  
Brochures,  
Company  
Presentation

**SOCIAL MEDIA**  
Page Creation,  
Facebook e  
Instagram  
Management

**FOOD SHOW**  
Participating and  
Planning Food  
Shows, Event  
Planning

**E-COMMERCE**  
Collaboration with  
distributors for  
sales on E-  
commerce sites

# PAST & PRESENT COLLABORATION





# Meet Our Team

**Giacomo Baldi**  
*Grumpy President*

Giacomo, after 15 years spent in kitchens around the world, was first a food and R&D consultant and then export manager and account manager for Italian companies in various foreign markets. Today, after 12 years in the USA, it has become a reference point for Made in Italy food.



**Allison Errante**  
*MKTG Manager / Account Manager*

Former relation manager at the Italian Chamber of Commerce of NYC and consultant for Italian companies in the food & beverage sector, deals with customer management, mktg, translations and certifications. Allison is fluent in Italian.

**Stephen Thulin**  
*CFO*

Stephen Thulin joins the GB Group USA as the Chief Financial Officer. Stephen completed a Master's Degree in Business Administration at Northern Illinois University. He also graduated with an undergraduate degree in finance from the University of Connecticut Business School. Stephen joins GB Group USA with a wealth of knowledge of both accounting and finance, having worked in both fields for several years.



## Brokers & Consultants

GB Group USA uses a network of brokers and consultants with twenty years of experience in the food sector in the USA.

# CONTACT US



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