

Scot Serve Ltd
Complete F.M.C.G. Sales Solutions

SCOT SERVE LTD

OUR OBJECTIVE

To drive sales via distribution in C&C, Wholesale and Convenience outlets.

Scot Serve Ltd

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Head Office
01259 720800

Perth Office
01738 638777

TARGET SCOTLAND

**Registered
Office
London**

SCOTLAND BY NUMBERS

Total Area:
52,600 miles²

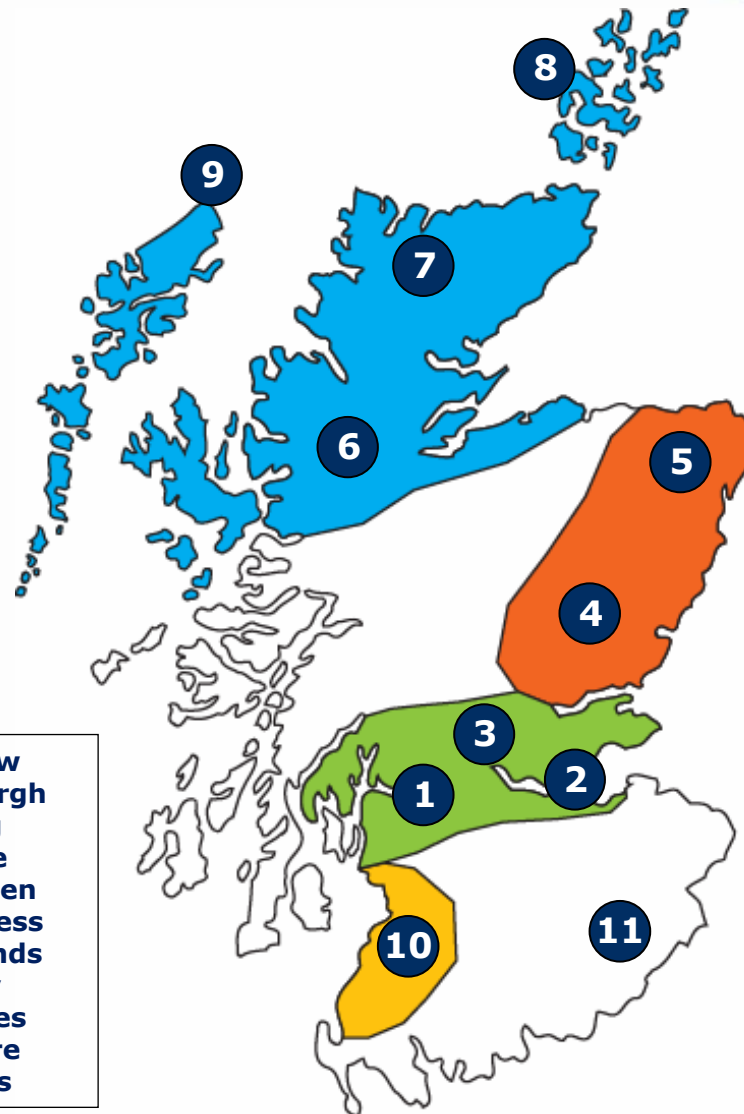
Total Population:
5,145,000

Greater Glasgow Population: 2,300,000
Edinburgh Population: 448,000

Ethnic Population:

Pakistani: 31,793,
Polish: 36,000
Italian: 30,000
Chinese: 16,310,
Indian: 15,037

- 1 Glasgow
- 2 Edinburgh
- 3 Stirling
- 4 Dundee
- 5 Aberdeen
- 6 Inverness
- 7 Highlands
- 8 Orkney
- 9 Hebrides
- 10 Ayrshire
- 11 Borders



**Highlands and Islands
Population: 550,000**

**Tayside and
Aberdeenshire
Population: 450,000**

**Central Scotland
Population: 3,525,000**

**Ayrshire Population:
390,000**

KEY FACTS

- Approximately 70% of the total population lives in only 16% of the total area.
- Approximately 85% of our total sales are generated by customers located within this key area.
- There are over 4000 potential outlets within this key area of Scotland.
- Per head of population, Scotland over indexes in most categories when measured against the rest of the UK.

COMPANY STRUCTURE

SCOT SERVE LTD



**Agency
Sales**



**Tactical Field
Sales**

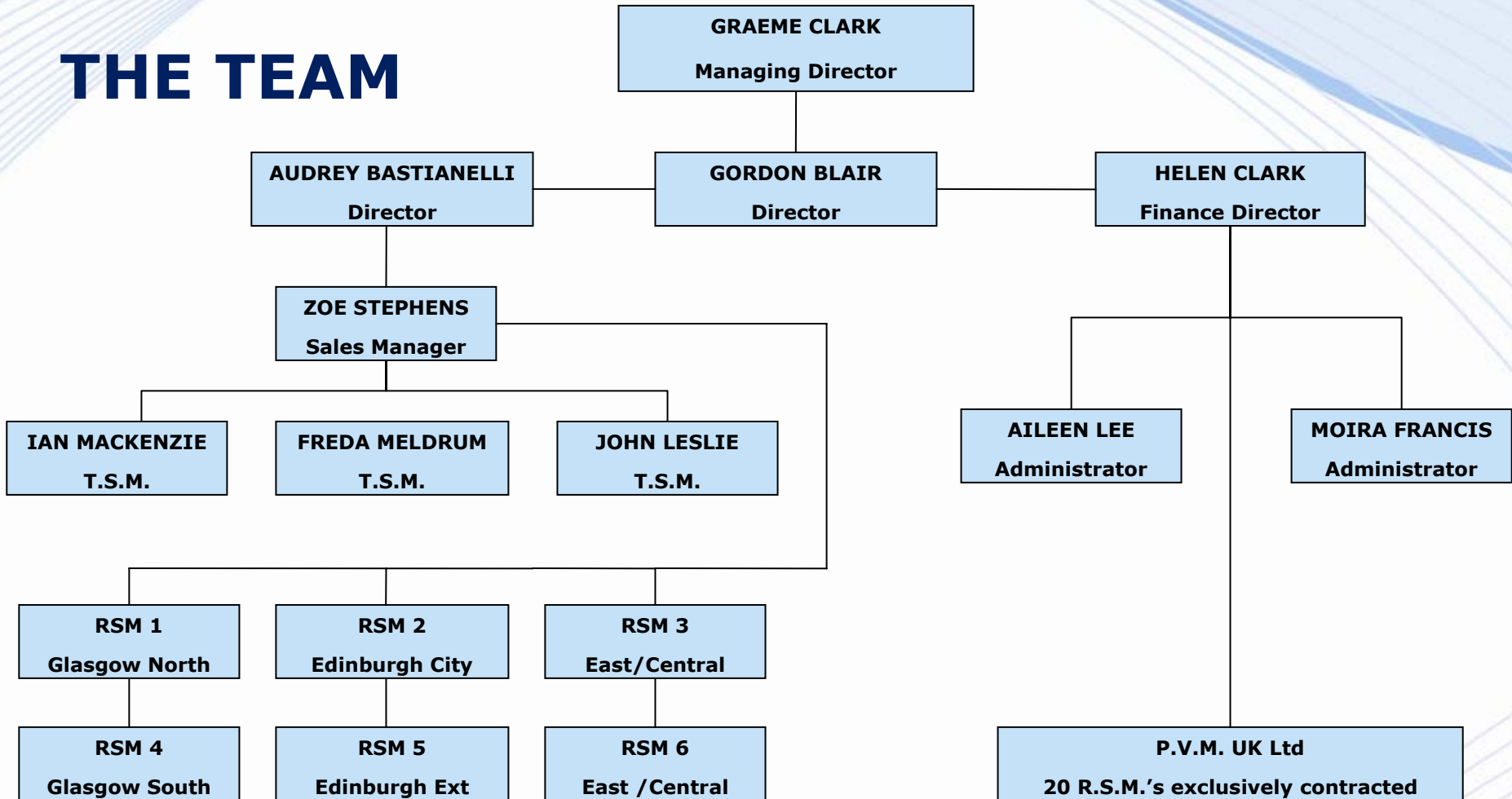


**Back Office
Support**

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THE TEAM



AGENCY SALES

- Responsible for circa £5.5 million sales turnover.
- Currently representing 12 major clients covering all categories.
- Sales & Marketing expertise for 33 years.
- Territory sales team with substantial knowledge & experience.
- Established wholesale/retail customer base.
- Database in excess of 6500 outlets
- Disciplined KPIs – listings, distribution, volume, displays, promotional implementation, account management, detailed reporting.

OUR APPROACH

- Dedicated Wholesale team ensuring brand owners KPI's are met and implemented.
- Pro active approach to growing brands via regular customer contact, annual promotional planning, sales strategy, bespoke brand marketing and general account management.

ADDED VALUE

- Dedicated Retail team supporting wholesale strategy to ensure product "pull through".
- Increased brand distribution via "transfer order" system instilling wholesaler confidence to volume commitments.
- Bridging the manufacturer to consumer gap.

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CLIENTS/BRANDS



TACTICAL SALES

- Bespoke service offering regional and national coverage.
- Dedicated sales team ensuring distribution within the convenience/impulse sector.
- Merchandising team to ensure visibility within convenience and multiple grocer sector.
- Telesales team.
- Store auditing team covering convenience and multiple grocers.
- Fast and accurate reporting systems.

BACK OFFICE SUPPORT

- Administering employee contracts/company handbooks.
- All aspects of payroll (tax, N.I.C. Bonus payments, p11d's, p60's, p45's etc).
- Car fleet management.
- Administration of sales reports/captured data to enable performance management systems to be implemented.
- General sales team administration.

TESTIMONIALS

With 10 years service, Scot Serve has become an integral part of our team. Sales have grown by 25 -30 % year on year Within their account base, performing in line and sometimes ahead of our company average. We have regular contact and reporting procedures ensuring we are always abreast of the Scottish market. Over the last 2 years since Graeme became owner we have seen the business move to a new level in terms of structure, attention to detail and focus in driving our business forward in Scotland. //

**Richard Kemmis-Betty, Wholesale Director
Campina UK**

Scot Serve have seen our business through challenging and rewarding periods over the last 6 years. They have provided and maintained a strong customer base with sales for 2008 up 18.2% on the previous year. They offer us a complete package providing a level of service and coverage to a depth akin to our own employees. //

**Lee Barton, National Sales Manager
Butchers Pet Care Ltd**

Driving our business forward in Scotland was the main reason we employed Scot Serve. We wanted to work with a Scottish business as we believed they were the experts in their market. Initially we started with a 3 week campaign as a trial, they have now been carrying out work on our behalf for 4 years. They have enabled us to grow one of our brands from a minimal market share of 2.1% to 9.6%, this is only 1.7% behind the brand leader.

They produce consistent results in terms of calls visited, orders booked and cash taken. Reporting is prompt and accurate and we now performance manage our entire sales staff based on the information they provide. Such is our confidence in their systems.

A new 3 year contract has just been signed and we look forward to continued growth over the period ahead. //

**Paul Robinson, National Sales Manager
Perfetti Van Melle UK Ltd**

CONCLUSION

Because of Scot Serve's contacts, experience and expertise we have the complete solution to your Sales, Marketing and distribution requirements.

We have the **"Complete F.M.C.G. Sales Solution"**