

# **EFR Innovation Scorecard Instructions**

**(Efficient Foodservice Response)**

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# **INSTRUCTIONS ON HOW TO FILL IN THE SCORECARD**

<b>Target group</b>	Customer group or segment, which is the main target group for the product
<b>Potential sales €</b>	The business potential for the product; estimation of the wholesaler sell out in euros
<b>Need of the target group</b>	The added value of the product summarized; what is it needed for

## **BENEFIT FOR CUSTOMER** (Customer can be e.g. wholesaler or restaurant chain)

<b>Added value of product</b>	<p>Description of the added value, e.g.</p> <ul style="list-style-type: none"><li>- the product has true innovation value (what?)</li><li>- taste</li><li>- health benefit</li><li>- trendy</li><li>- the product brings convenience to the cooking process of the customer, e.g. saves time or effort, easy to use</li><li>- suitable for special diets</li><li>- improved nutritional values vs. previous products</li><li>- improves cost efficiencies (e.g. cutting wastage due to standard unit size)</li><li>- improved uniform quality, e.g. minimum variation in unit size</li><li>- supports a healthy diet</li><li>- functional (lowers cholesterol, blood pressure etc)</li><li>- the product has a nationwide distribution</li><li>- packaging is easy to open / close</li><li>- attracting new customers</li><li>- increasing the revenue of the customer</li></ul>
<b>The margin of the customer</b>	<ul style="list-style-type: none"><li>- a strong brand enables pricing with higher margins</li><li>- the price/quality ratio enables pricing with better margins vs. competitive products</li><li>- the product is cost efficient in use (e.g. economical in use)</li></ul>
<b>Price competitiveness</b>	<ul style="list-style-type: none"><li>- good price/quality ratio</li><li>- strong brand</li><li>- unique on the market</li><li>- etc</li></ul>
<b>Product testing</b>	<ul style="list-style-type: none"><li>- extensive taste and product tests done during product development</li><li>- the product has been tested against competitive products</li><li>- the product has been tested by customers</li><li>- etc</li></ul>

### **The support of the supplier: recipe development, other support**

- sales force generating pull among customers using the product
- marketing activities
- campaigns
- recipes, menus
- etc

### **Optimal package size or trading unit**

- GN sizing makes usage easier
- portion pack
- trading unit optimal for delivery to kitchens
- suitable for big kitchens
- suitable for small kitchens
- etc

### **Sustainability/product safety**

- traceability of raw material
- environmental friendly packaging
- responsible supplier / producer, e.g. quality systems, environmental certificate
- keepability of the products
- etc

### **Brand awareness**

Estimate on brand awareness among customer, if not measured

## ***BENEFIT FOR THE CONSUMER***

### **Novelty value**

- something new in the product from the consumer's point of view, e.g. better taste or structure or new taste variant
- totally new product for the consumer
- the product makes cooking easier and as a result popular food can be served more often and the consumer perceives it as more variation and broader offering

### **Other arguments**

- some new consumer relevant product feature, e.g. lactose free or other nutritional benefit or new packaging