

The Dublin Food Chain



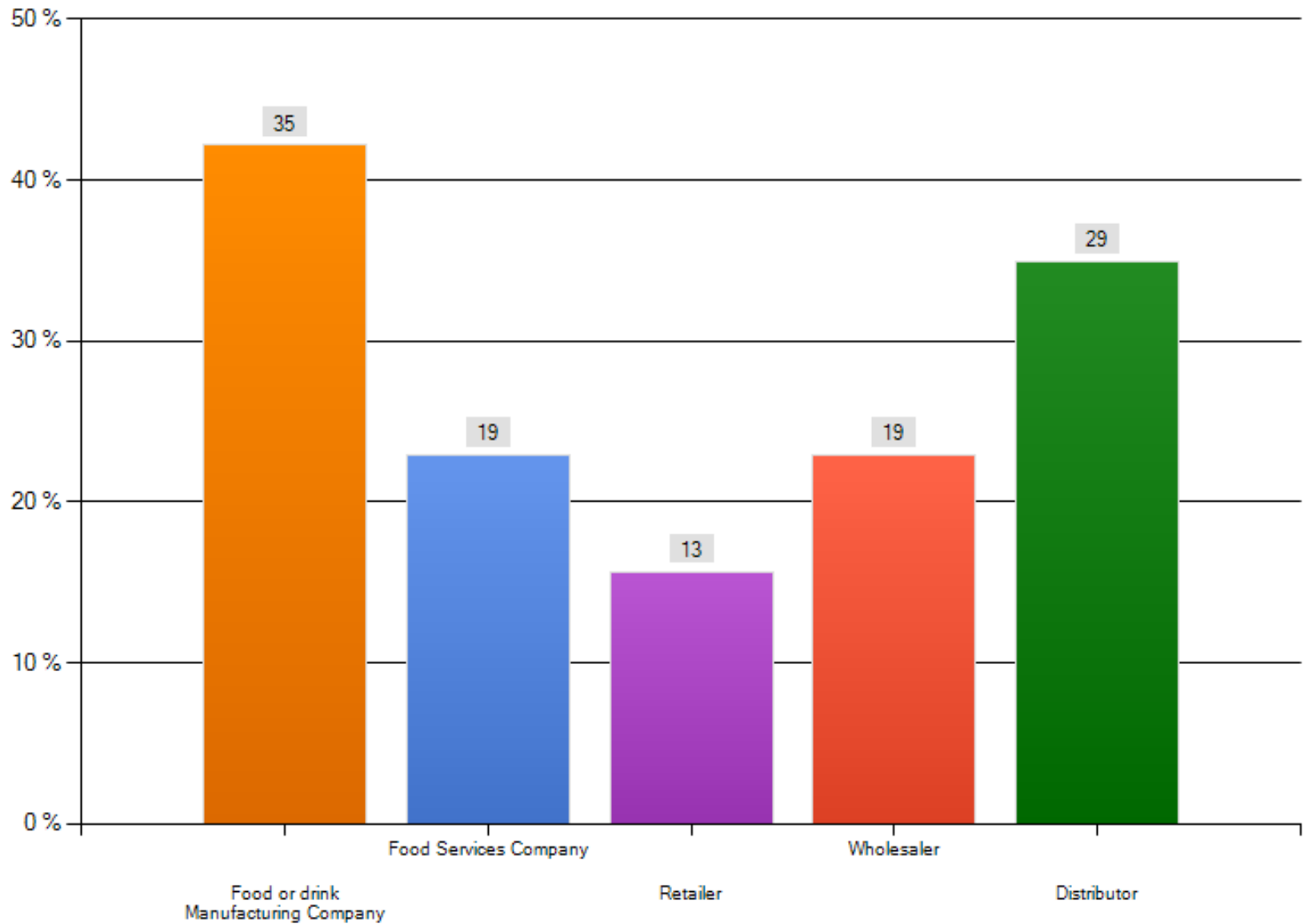
Results of Survey

Conducted January 2011

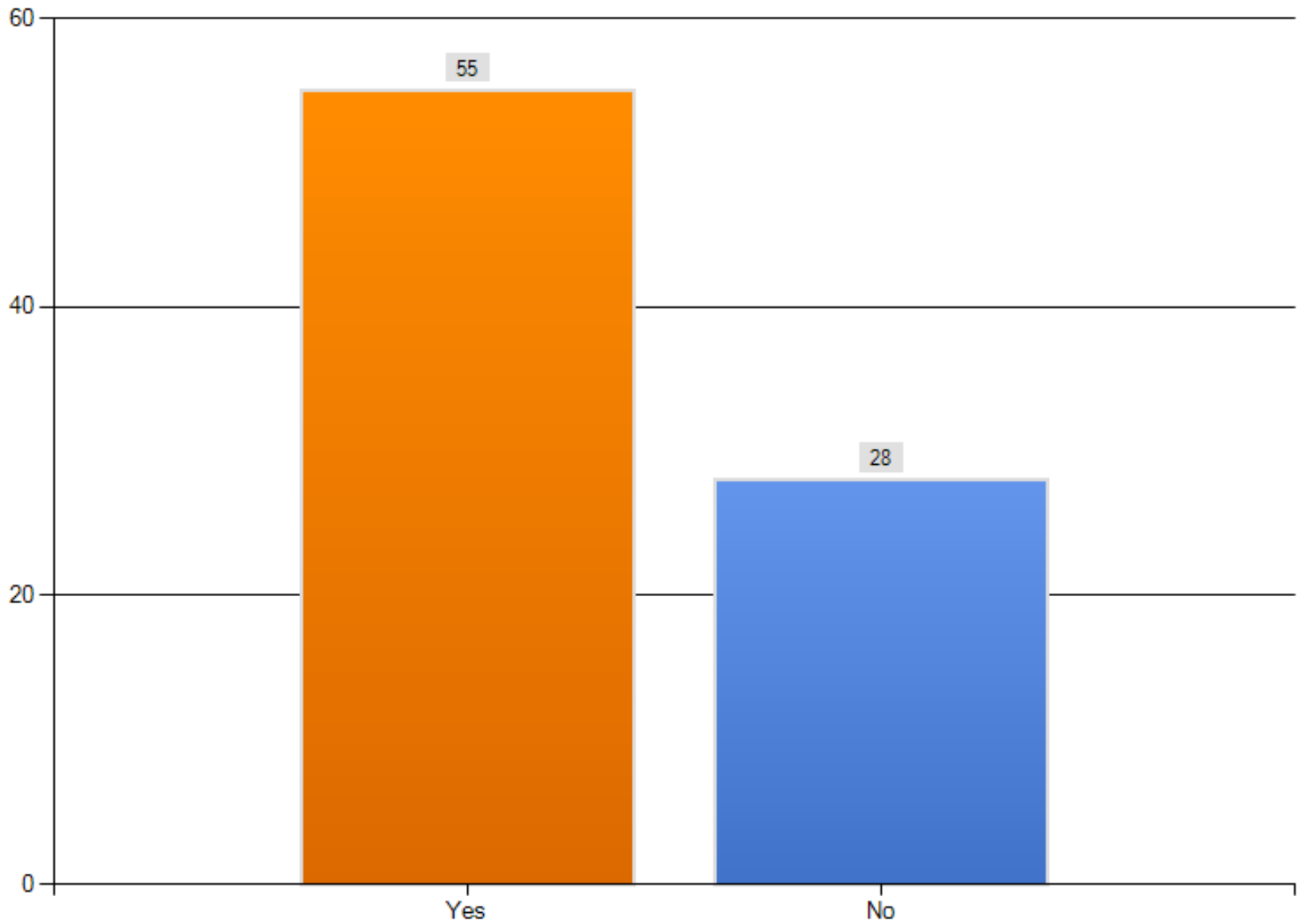
Presentation by:

Michael Johnson, CEO, Dun Laoghaire-Rathdown CEB

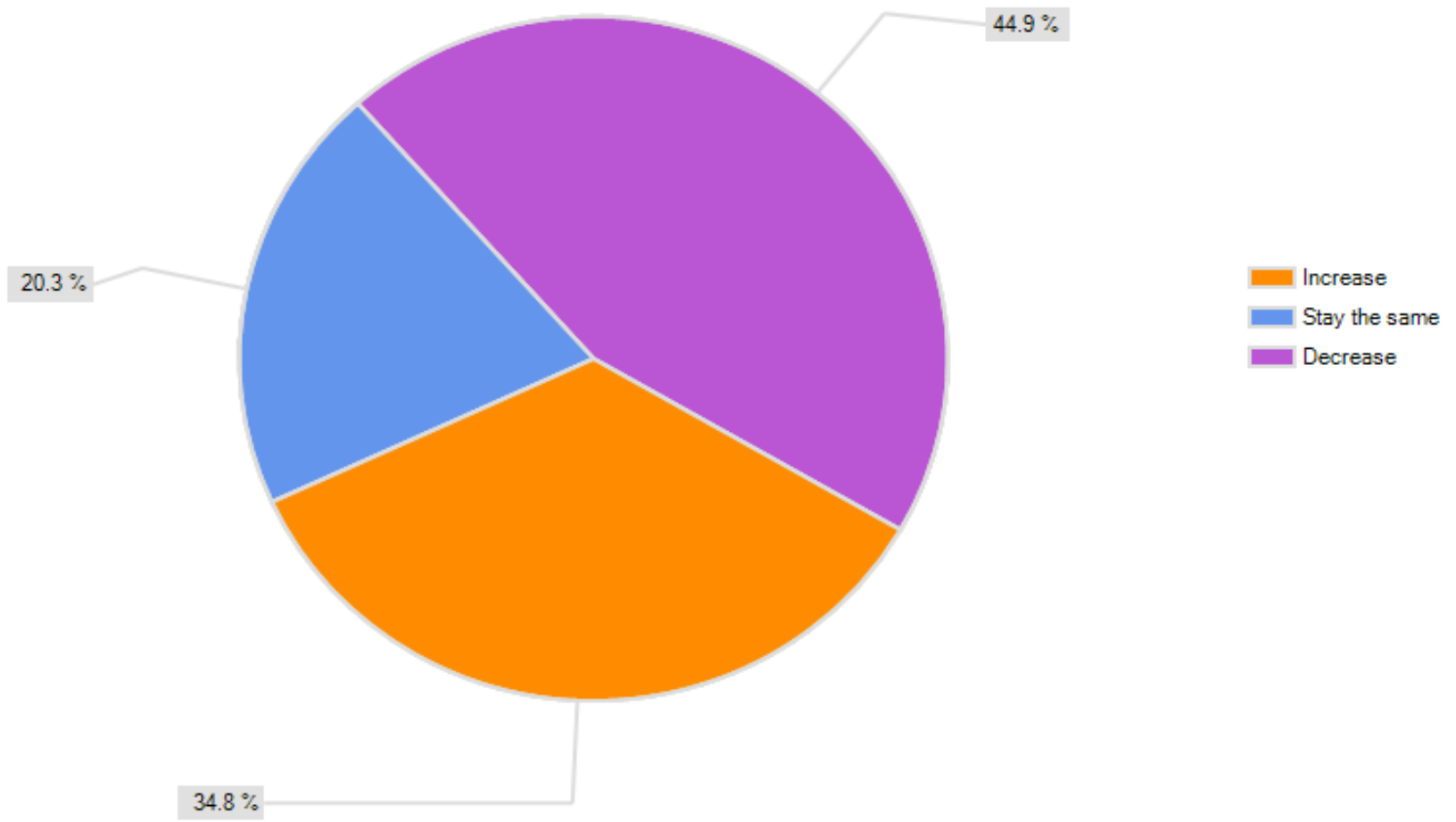
Is your business a:(Please tick your chosen answer)



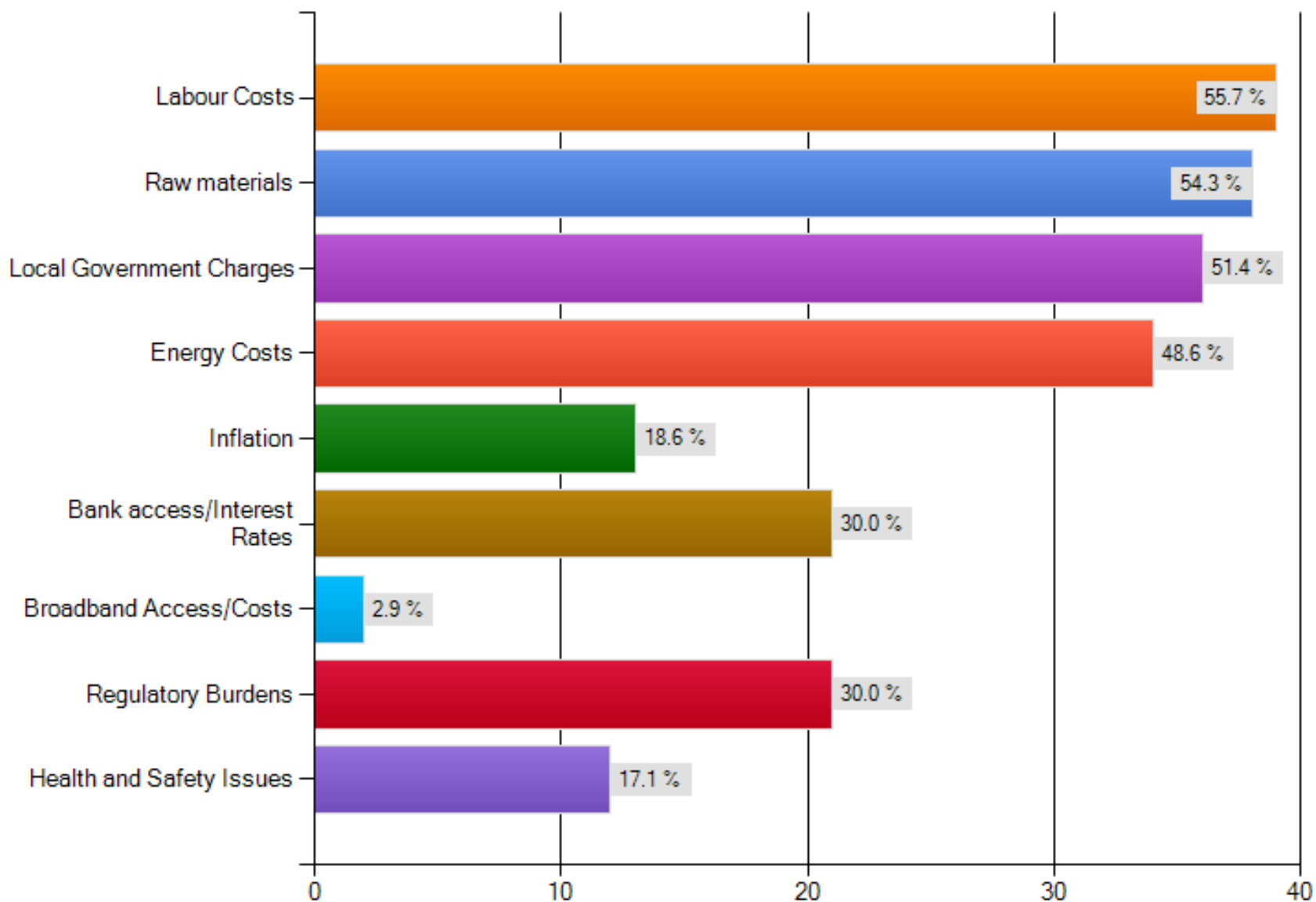
Do you have your own retail brand?



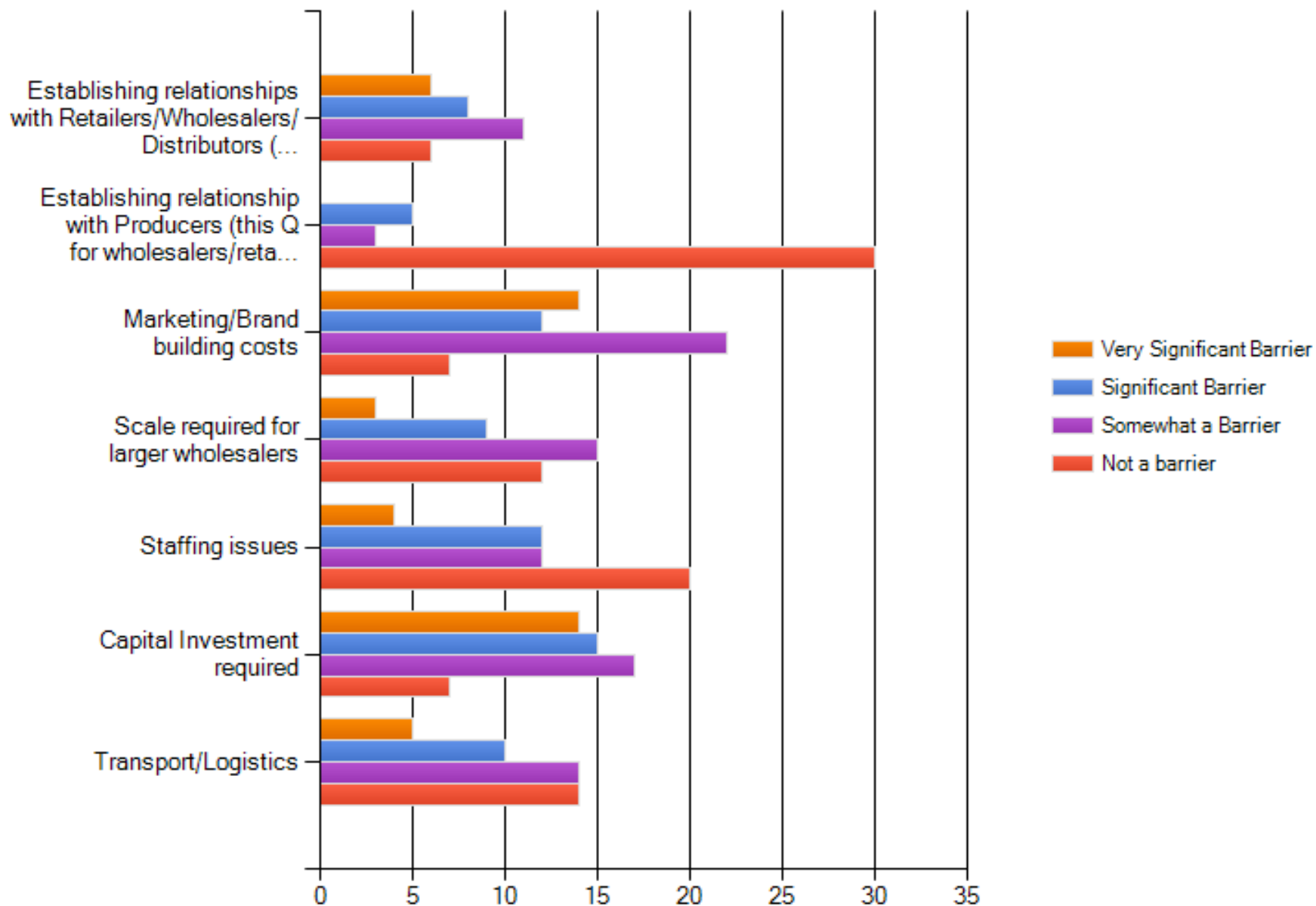
During 2010 Did your sales?



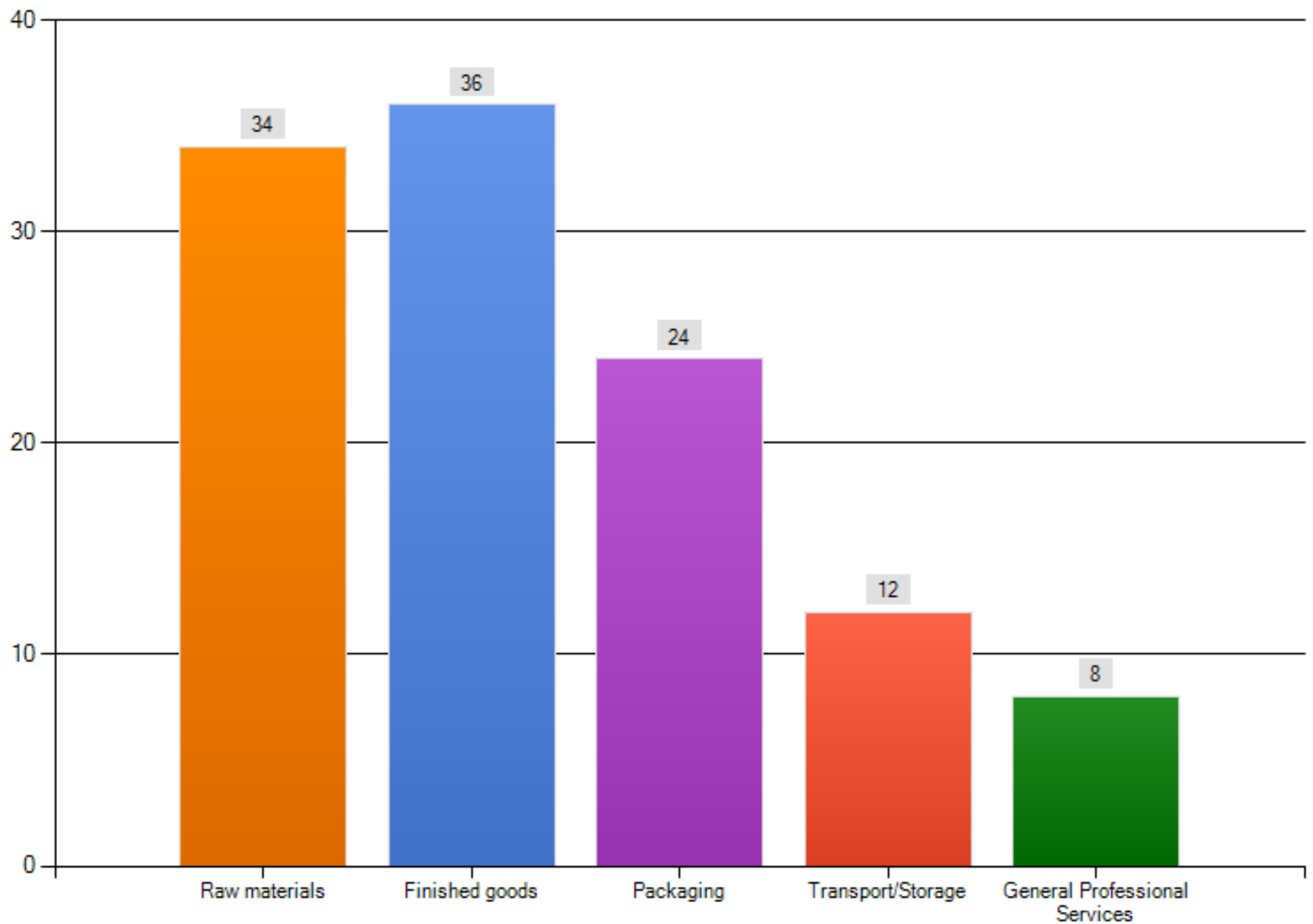
What are the major challenges facing your company in 2011? (Please tick your chosen responses)



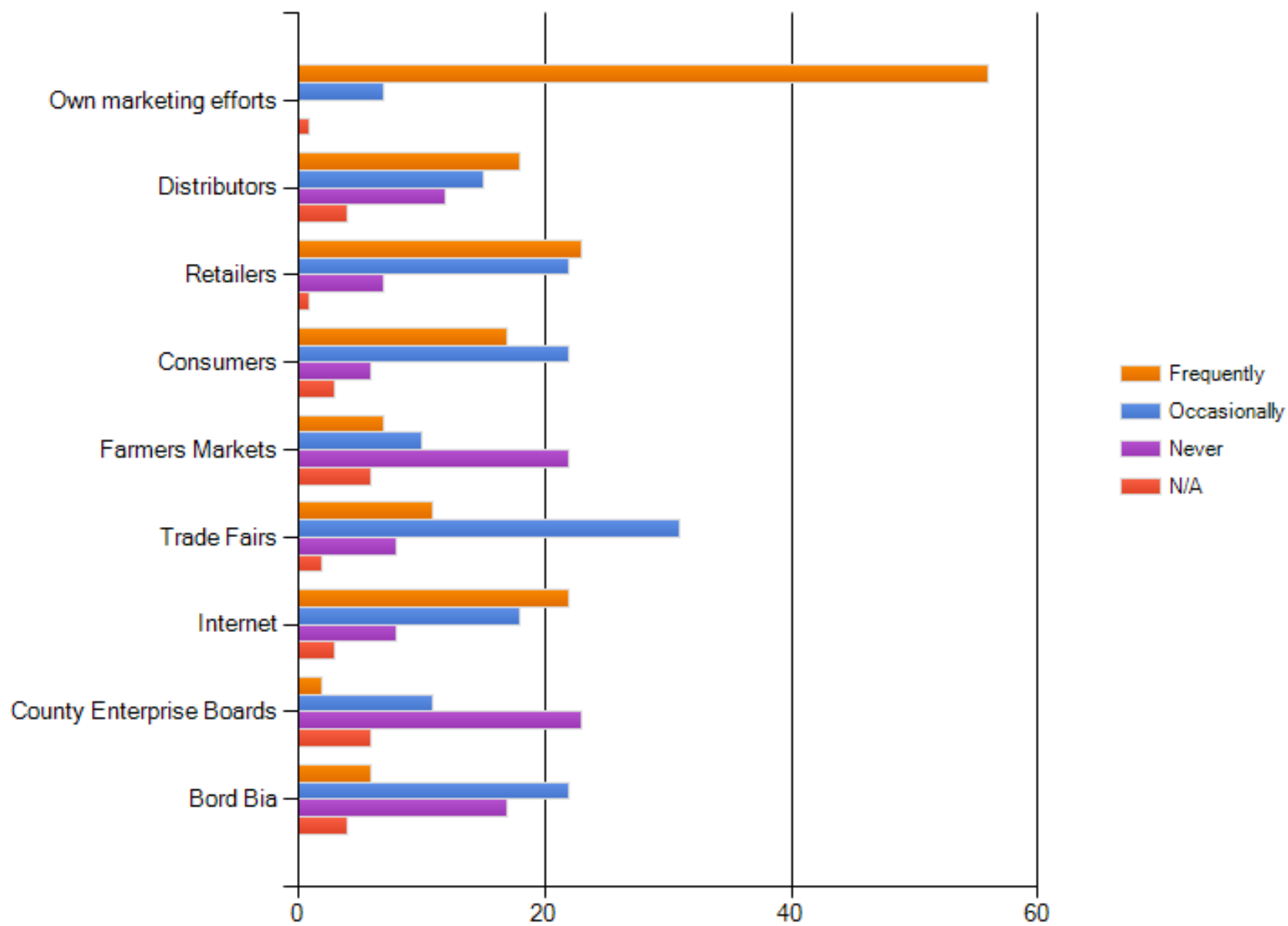
What do you consider to be the most significant barriers to doing business in Dublin? Please tick in order of importance



What type of items do you source from outside the Dublin region?



How do you identify sales opportunities using the following?



Summary Comments on the Key Challenges Facing the Sector



- Below Cost Selling: Price control of supermarket chains underselling small retailers
- Rents and Rates and EU regulations
- Branding costs
- Convincing customers to buy Irish
- Sourcing Skilled labour
- Stringent Health Regulations make small volume not viable even in new well designed facilities.
- Marketing and website costs
- Credit Terms
- Large companies have access to info that is not available across industry

Would you be interested in hearing more about the Dublin Food Chain and possibly joining the network?

