

Welcome to IF Consulting's weekly e-mail newsletter

March 12, 2004

Our regular email tackles the topical issues that surround all marketing channels and their underlying strategies.

This newsletter is also available as a PDF on our Website (<http://www.i-f.com/E-comLinks02.htm>) if you want to download a version for your hard copy file.

Please sir, can I have some more distribution channels?

7-Eleven Canada Inc. is planning to become an even more convenient store by setting up shop in malls, hospitals, universities and airports. Jim Waldron, Vice-President of Development at 7-Eleven Canada, announce that the chain is commenced negotiations for non-traditional locations in an attempt to challenge take-away restaurants, variety stores and small grocery stores.

<http://www.theglobeandmail.com/servlet/ArticleNews/TPStory/LAC/20040220/R711MALLS/TPBusiness/Canadian>

UK pizza delivery chain, Domino's announced this week that a significant part of the rise in pre-tax profits by 54 per cent is due to ever-increasing internet orders and a record roll-out of stores. It seems that the pizza chain is profiting from Britain's couch-potato culture. More than £5.8 million of its £142.3 million sales in the UK and Ireland in 2003 came via the web or interactive television.

<http://business.timesonline.co.uk/article/0,,8903-1013819,00.html>

Co-branding KFC fried chicken with A&W burgers and root beer has been a huge success according to Scott Dickinson, of Dickinson Northwest inc. "The response, so far, has been incredible," Dickinson said "Maybe it's the novelty in an isolated market, maybe it's the combo chicken-and- burgers menu, but it's been great."

The 66-seat, \$1.4 million restaurant is the first of four combo fast-food outlets Dickinson Northwest Inc. hopes to open in the next couple of years.

<http://www.columbian.com/03022004/business/122917.html>

IF Comment

We've decided to take a different approach with this week's email newsletter.

The three stories above all talk about making take away and fast food accessible to a larger proportion of the western world's population. The US Congress recently rejected a bill that would make fast food companies liable for Americans' obesity. The Congress decided that obesity was a function of too much eating and too little exercise and not a function of advertising and promotion.

The reason the US Congress even considered this silly bill was that obesity has now overtaken smoking as the nation's number one cause of premature death.



Marketing Channel
Strategy Consultants
Maximizing shareholder value
through creating the best route:
to market

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The channels of distribution that fast food companies use have no role in creating a nation of overweight and unhealthy people. Instead of trying to make fast food companies and their channel partners responsible for obesity, the people in the western world that care should embark upon a program of education as to the risks of overeating bad food and the benefits of exercise.

Snippets

Russian oil giant Jukos, has announced that it is in the process of preparing a business plan that that will lead to the further development of the company's network of Polish gas stations. The company hopes to develop a franchised gas station network in an attempt to pre-empt planned increases in fuel imports from Lithuania.

<http://www.wbj.pl/?command=article&id=21582&>

Web content management provider Tridion has launched a European-wide channel program targeting specific vertical markets including education, healthcare and finance. The program will involve two levels of resellers, Premier and Basic . All resellers will have access to the full range of Tridion products at a discounted rate, along with training, professional services support, a partner extranet and a pan-European sales force.

<http://www.channelbusiness.com/articles/newsroom-open.asp?node=1%20&ArticleID=13600>

Grocery leaders Muller and McVities have joined forces to extend the Muller Corner yogurt range.

Already enjoying much success, market leader Muller is now seeking to develop the yogurt category further. The joint venture with McVities highlights the potential gains to be made with maturing brands in saturating markets.

<http://www.datamonitor.com/~b5fb3c82049a4b5c8e14656a86c18c3e-/industries/news/article/?pid=25AD8E92-7F29-414D-A37D-4103BB4FA29E&type=CommentWire>

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IF Consulting publishes "Our View", a quarterly review of topical marketing channel issues. Samples are available on our website. To receive "Our View", please return this email with your address details.

To unsubscribe, please reply with "unsubscribe" AND a copy of the email address to be removed.

IF Consulting is a leading international marketing channel strategy consulting firm with over 30 years experience in a vast number of industry sectors. See our website for further information.

<http://www.i-f.com>

