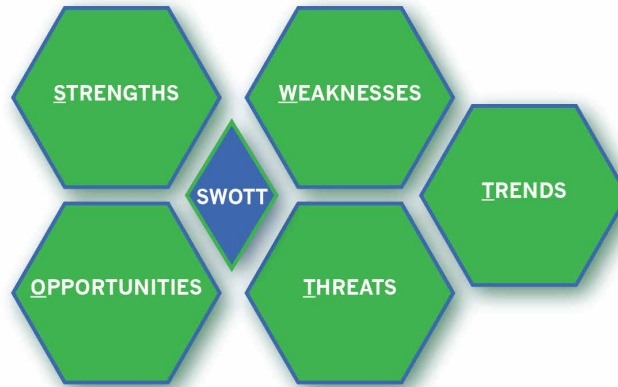


## SWOTT

Predictable data fuels the growth trajectory, historical data defines the pathway.



Synergy's SWOTT analysis examines clients' past performances, present situations, and future growth expectations. We apply that knowledge to shoppers' purchase patterns and behavior models to maximize opportunities at every Retail FoodService touch point and achieve distribution, retail, and consumer success.

Understanding the differences between touch points and purchase patterns is the difference between market awareness and market penetration. It requires an adept comprehension of the marketplace and a clear interpretation of the desired results.

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**“Understanding the difference between touch points and purchases patterns is the difference between market awareness and market penetration.”**

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**L**earn more about not only how your business model should be shaped, but also how your 'go to market' course of action can create additional value for our client base with the hands-on help from the business of food professionals of the Synergy Group.

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Next Level Growth Planning