

# Go-to-Market 2025 Study

Our comprehensive **Go-to-Market 2025: Options and Imperatives Study** has been completed and is available for immediate purchase.

The Go-to-Market 2025 Study provides an in-depth view of how the foodservice industry is likely to evolve, and most importantly, how supply chain participants must adapt their go-to-market models to succeed in the future operating environment. The study is available in two options:

**Full Study:** The Full Study is designed for organizations that are exploring opportunities to enhance their go-to-market models and want to understand the evolving nature of the foodservice channel and requirements for success. The Full Study provides detailed insights into the foodservice landscape structure and dynamics, identifies critical strategic issues and imperatives for each customer segment / supply chain group, and recommends specific go-to-market action steps for industry participants. The Full Study culminates in an on-site working session with Pentalllect partners.

**Landscape Assessment and Outlook:** The Landscape Assessment and Outlook is a condensed version of the study that is designed to provide an informed baseline for strategic planning. The Landscape Assessment and Outlook includes the same comprehensive foodservice landscape analysis as the full report and also provides Pentalllect's assessment of the Top 5 critical strategic issues by customer segment / supply chain group. The Landscape Assessment and Outlook includes a 1 ½ hour presentation.

	Full Study	Landscape Assessment & Outlook
Cost	\$17,500 <sup>1</sup>	\$7,500
Number of pages	84	37
<b>Study Contents</b>		
Current and Future Landscape Analysis	X	X
<b>Critical Strategic Issues per Segment/Customer Group</b>		
Comprehensive Issues Assessment	X	
Top 5 Critical Issues		X
Go-to-Market Imperatives for each Segment/Supply Chain Group	X	
Pentalllect Go-to-Market Recommendations	X	
On-Site Working Session (3-4 hours)	X	
On-Site Presentation (1½ hours)		X

<sup>1</sup>As a bonus, organizations ordering the Full Report will receive one complimentary pass to attend Pentalllect's Strategic Summit: **Foodservice Distribution Issues, Outlook and Implications**, which will be held on December 5 in Chicago.

Use these links to review the [Go-to-Market 2025 Full Report Summary](#), [Full Report Table of Contents](#) and [Landscape Assessment and Outlook Table of Contents](#).

Please contact us to order the Go-to-Market 2025 Study at [info@pentalllect.com](mailto:info@pentalllect.com).