



SELFRIDGES

2018

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FRESH FOOD BUYER

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What Do Buyers Want?



TO BE THE DESTINATION FOR THE MOST EXTRAORDINARY CUSTOMER EXPERIENCE

WE OWN CUSTOMER EXPERIENCE • WE LEAD & INSPIRE • WE TAKE RESPONSIBILITY & DELIVER • WE SHOW RESPECT • WE SHARE OUR KNOWLEDGE

What Do **YOU** Want?



Premium?

- Low Volume
- High Price Point
- Prestige



Convenience?

- High Volume
- Low Price Point



Food Service?

- High Volume
- Minimal Brand exposure

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What Do Selfridges Want?



Quality



Story



Exclusive



Innovation



Competition



USP

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What Do Selfridges Want? Cont.



**Technical
Accreditation**



Logistics



Pricing

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THANK YOU