

FROM FARMERS TO BAKERS
Paganini
AND ICE CREAM MAKERS





PROGRESSION

- 1990: Dairy Farmers Looking for Business Expansion Mechanism
- 1995: Developed Business from Farm & Shop to Factory
- 1998: Developed Dairy Desserts and Bakery to Supply Full Range of Desserts for Foodservice Market
- 2004: Focused on Increasing Turnover
- 2009: Foodservice Innovations drove Growth in Downturn
- 2012: Began to Develop Functional Foods





INNOVATION

- It starts with an ***Idea!*** (Think Critically & Funnel the Idea)
- Innovation is not Invention
- Bending or Re-shaping of Existing Solutions to Fit a Market
- Monetise: There must be a Market and it must be **Hungry**
- Execution: Can it be done? - Will it be done? How? Plan?
- Develop and Do in the real world ***simultaneously***
- Set Goals (Ultimate – Product – Process) Visualise Outcome
- Find Allies (Bord Bia, EI, Bigger Companies who can help growth)
- Monitor Progress
- Persist





Product Innovation at Paganini



- Innovation Culture – Not our *first time!* We've Failed Before
- Appetite for Risk
- Confidence Strengthened by Small Wins
- Idea - Bending an existing product to fit a hungry market
- Execution:
 - Vision
 - Strategy
 - Execution Plan
- Goals - Set
- Now We Persist





INNOVATION

- Process Innovation
- Sustainability Innovation
- Marketing Innovation – Stand out. Do Different. Do Better
- Sales Innovation – Don't sell the way your competitor sells
 - Solution sell
 - Have Ideas and Bend them to create new and different solutions that your competitor does not have....yet....
 -Keep moving.....
 - Export – “Me-Too” offerings are difficult to build a strategy on. Innovation is vital
 - Use Sales Interactions to Test Ideas Constantly





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