

Client: Hamilton Bradshaw
Source: Evening Standard (Main)
Date: 16 April 2012
Page: 40
Reach: 700000
Size: 80cm2
Value: 5015.2



Food for thought: How to get the best packaging deal

**Ask
James**



James Caan

Dear James,

I'm planning on setting up a new food business and am looking for advice on how to organise large-scale production whilst keeping down the costs?

Svetlana Dmukh, Muskaan Global

I would advise not to invest in your own packaging machinery before you know you have a successful product. To grab a manufacturer's interest, you will need a good business plan. You must also research your product and be able to identify who your consumer is. Use focus groups to see what consumers think about your product. There are a lot of companies out there that specialise in helping start-ups to find their niche and match their product to consumers' needs. Pay careful consideration to every part of your product, especially your pricing, distribution and brand.

■ *Full article and news of James*

Caan's free app: www.standard.co.uk