



sweet *connexion*

# ***Introduction***

***making it happen***

[www.sweetconnexion.co.uk](http://www.sweetconnexion.co.uk)

# ***About Sweet Connexion***

- ❑ Sweet Connexion Ltd was formed in 2012 by Carl Richardson to offer direct and affordable interim marketing and sales activity.
- ❑ Specialising in the food & Drink sectors , ( but not trade sector exclusive), Sweet Connexion offers a professional and reliable extension to your marketing and sales plans or resource, with clear emphasis on adding value.

# ***Carl Richardson***

- ❑ 20 years experience in marketing and sales within both private and public sectors.
- ❑ Starting at the bottom working up to very senior levels in both large and small companies , through clear focus on results and a determination to succeed.
- ❑ Carl has: managed teams , developed plans and strategies, opened up new markets, developed new products and created £m's in profitable sales.



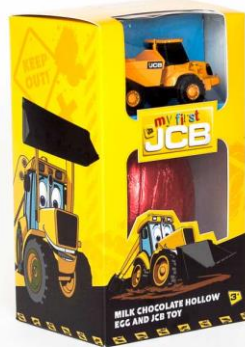
# ***Some Results***

- ☐ Directly responsible for delivering sales revenues of > £5m for clients in <3 years
- ☐ client NPD accounts for over £2m in sales revenues
- ☐ Delivered for clients top level brand and license acquisitions and managed profitable brand extensions
- ☐ Helped raise clients industry profiles through cost effective PR and trade press with nationally recognised award success

# ***Marketing***

- ☐ New & existing product Development
- ☐ Market sector research and analysis
- ☐ Trade PR and awareness
- ☐ Industry Award applications
- ☐ Brand and character licensing solutions
- ☐ Interim marketing team management

# New product Development



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# Awards Press and PR



Maxlin Newsletter Spring 2013

## LIQUORICE & Lollipops

**inside this issue:**

- 2 New Vinto Range
- 3 All the lollies you'll ever need
- 4 Additional Sweets Demand

### Flyers have been tickling taste buds since 1946!

Since 1946 Maxlin has produced a range of liquorice Flyers, with our unique flavoured crystal centres. All Maxlin products are manufactured in our UK factory based in Bolton, Lancashire.

David McManus was the much respected Finance Director of Maxlin Packaging Limited, a prominent local company, for over 15 years and also worked with them on a number of interesting and varied assignments. Now his daughter, Claire, has launched Soda Communications, a marketing and communications consultancy.

With a wealth of big marketing agency experience, Claire has seen the need for marketing agencies to cut down on overheads. No cost website, claims, claims, claims! Soda Communications will cut down on costs.

Maxlin Flyers are free from artificial colours and are very low in fat, having a content of just 1.2g per 100g!

We produce an independent comprehensive guide for all new businesses entitled "Starting off on the right foot" containing all the information you need to get on started. The guide contains copies of all the forms you need, links to specialist help and detailed advice on how to get it right. Not one, it's a hard to read a family member would find a copy please let David know on 01924 596 596.

Telephone: 01204 309 111 • Facsimile: 01204 596 596 • Email: sales@maxlin.co.uk • www.maxlin.co.uk

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# ***Sales***

- ☐ Qualified sales lead provision
- ☐ Customer introductions and presentations
- ☐ Closing and managing sales opportunities
- ☐ Key account management
- ☐ Interim sales team management
- ☐ Sector specific sales activity FMCG



# A few contacts

Harrods

Waitrose

SELFRIDGES & CO

HARVEY  
NICHOLS

**TESCO**  
*Every little helps*

Sainsbury's  
*live well for less*

John Lewis



The co-operative

Poundland

**Musgrave**  
G R O U P

Nisa

The Works

 poundworld

home bargains



Yorkshire  
Trading  
Co.

THE  
ORIGINAL  
FACTORY  
SHOP

TOP BRANDS - BOTTOM PRICES

99p stores quality products  
under a pound!

Iceland

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# Contact Details

To arrange for an introductory meeting call Carl on:

07792049704

Or e mail: [carl@sweetconnexion.co.uk](mailto:carl@sweetconnexion.co.uk)

[www.sweetconnexion.co.uk](http://www.sweetconnexion.co.uk)



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<https://twitter.com/carlsweetX>

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