



sweet *connexion*

Introduction



making it happen

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 Vimto Range
- 3 All the lollies you'll ever need
- 4 Traditional Sweets Grand

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 what was regarded as a premier local company, for over 35 years and also worked with that in a number of interesting and varied assignments. Now his son-in-law, Graham Neil, has joined Ruck Communications, a marketing and communications consultancy.

With a wealth of top marketing agency experience, Graham has seen the need for marketing agencies to cut down on overheads. For cost sensitive clients, Graham signed 'McManus Communications' as we deal with clients.

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

and do some simple things, making it easier for the best way to use a company brand. We adopt the same positive philosophy with me and helped me get my business back on track from the start!

We produce an independent comprehensive guide for all new businesses entitled 'Starting up in 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. For free, if you, a friend or even a family member would like a copy please let David know on 01204309111.

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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
GROUP

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:

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Or e mail: carl@sweetconnexion.co.uk

www.sweetconnexion.co.uk



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