

# Case Study: Adopting Fresh Technology into the Fresh Food Industry

## Canadian Digital Adoption Program (CDAP) Grant Recipient

### OVERVIEW

Successful organizations everywhere are embracing Digital Adoption because they understand it is the single most important opportunity that enables them to use technologies across all aspects of their business.

### Company Details

This client is a specialty food product company that provides national shipping of signature product lines.

Operating since 1997



**SECTOR**  
Food Manufacturing



**HOME BASE**  
Edmonton, AB



### CHALLENGES

Still adjusting to reduced business due to the Covid-19 pandemic, our client was eager to improve business operations to pre-pandemic revenue levels. Creating more online awareness and focusing on increasing sales conversions were top priorities for their digital adoption needs.

### SOLUTIONS

For this client, we identified 3 key areas of opportunity in which digital adoption strategies will have immediate impact on their operational enhancements and growth potential.



Enhanced  
Digital Marketing



Digital Accounting  
Upgrades



Digital Documentation  
& Centralization

### BENEFITS

1

#### Building brand awareness through digital marketing -

Leverage a total online presence model where all tactics are working together to move prospects from awareness phase through to loyalty & referral phase.

2

**Enhanced Digital Accounting through Cloud-Based Software Adoption** - Streamline day-to-day financial practices including ordering, inventory, invoicing, purchasing, payroll, and more.

3

**Improve operating organization through digital documentation** - Adopt cloud-based technologies to transition out of date operating practices into a more streamlined online approach.