



GPO

challenges & opportunities

Group Purchasing Organizations

continue to grow their membership across a broad range of foodservice segments.

Traditionally associated with the healthcare and K-12, GPOs today are proliferating into other channels – from colleges to restaurants.

The **Datassential 2012 GPO Report** explores the phenomenon in detail, with focused insights from operators, manufacturers and distributors.

Datassential's GPO report features feedback from operators, manufacturers, and distributors to form a 360-degree view of the market.

With it, you get a comprehensive and statistically relevant analysis of the issues, challenges, and opportunities.

- **Report includes:**
- **900+ operators** (purchasing decision makers)
- **Manufacturer & distributor** feedback
- **Detailed profiles** of the top GPOs

Key Topics Covered In Report:

- GPO participation rates by segment
- Specific GPOs used
- Motivations for joining
- Likelihood to join
- Categories purchased through GPOs
- Perceived gaps in GPO offerings
- Notable disadvantages with GPOs
- Realized cost savings & tradeoffs
- Encroachment on other sources
- Brand implications
- Manufacturer & distributor strategies to defend against margin erosion

Included with your report

- Executive brief
- Detailed analysis
- iDEA™ cross-tabulation tool
- WebEx presentation of findings



Get relevant and timely data on a topic that is changing the foodservice landscape. Order the **Datassential GPO Report** now for only **\$4,500**.

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