

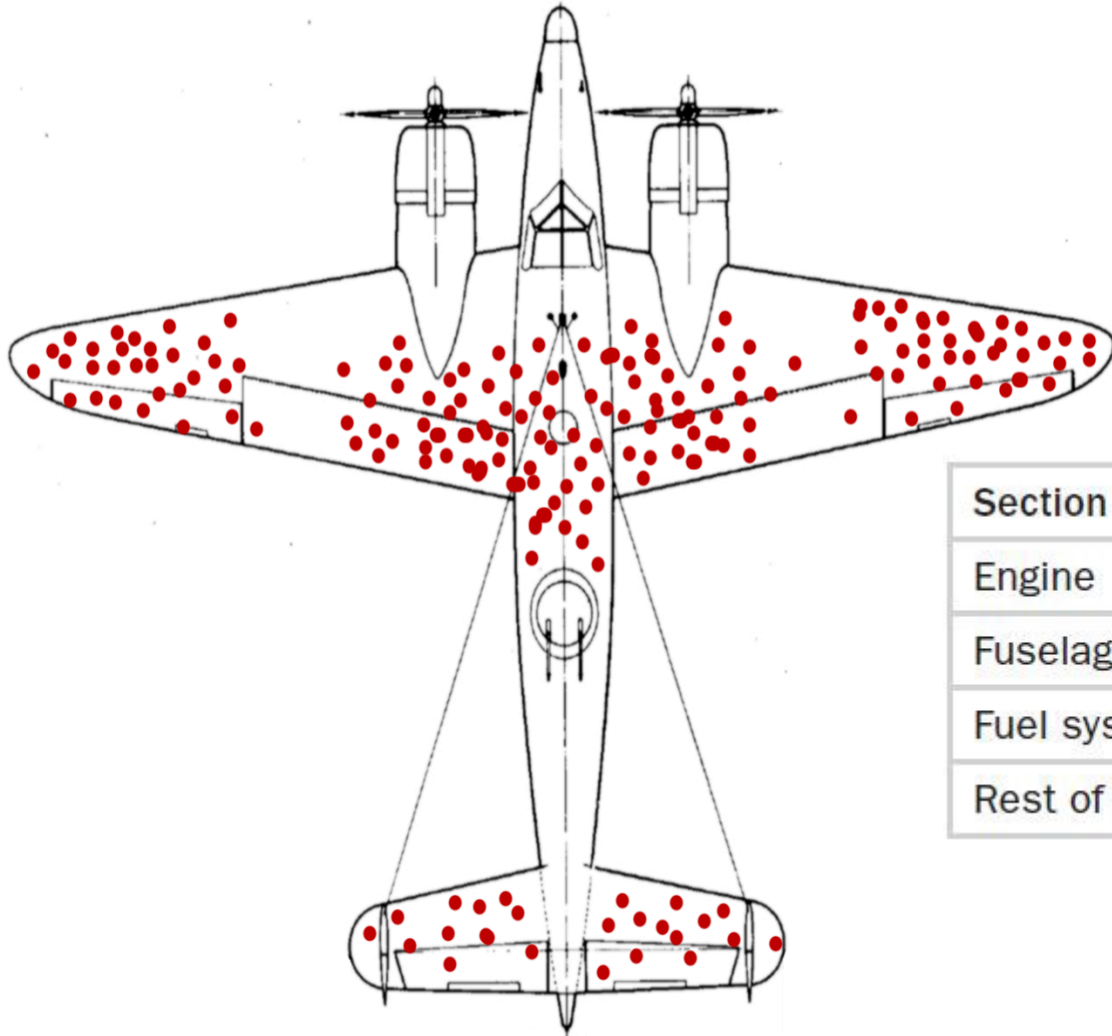


THE CONSUMER OF TOMORROW

What should we be aware of

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HOW TO ARMOR PLANES IN AN OPTIMUM WAY?



Section of plane	Bullet holes per square foot
Engine	1.11
Fuselage	1.73
Fuel system	1.55
Rest of the plane	1.8

LEADERS

Focus On Consumers

FOLLOWERS

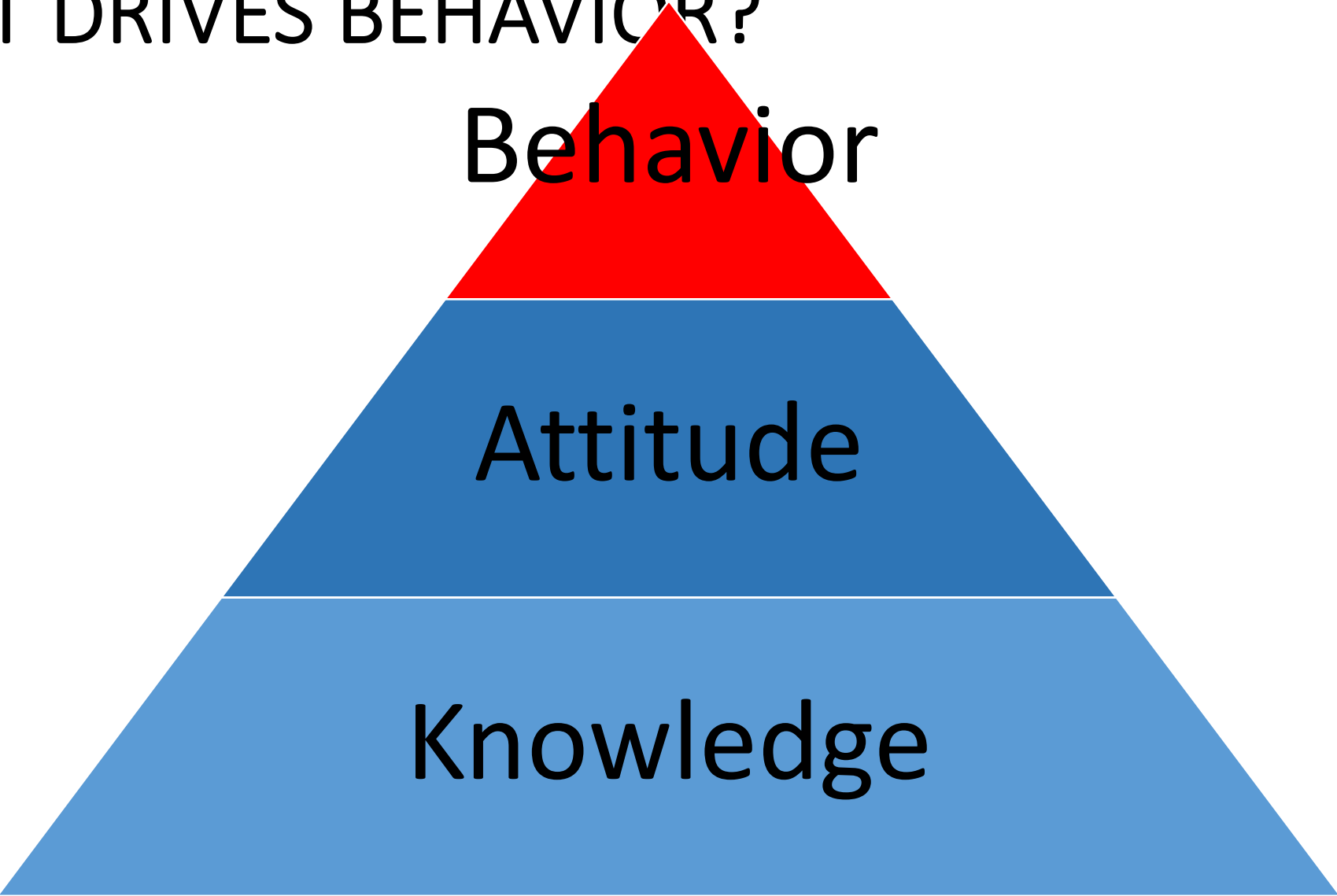
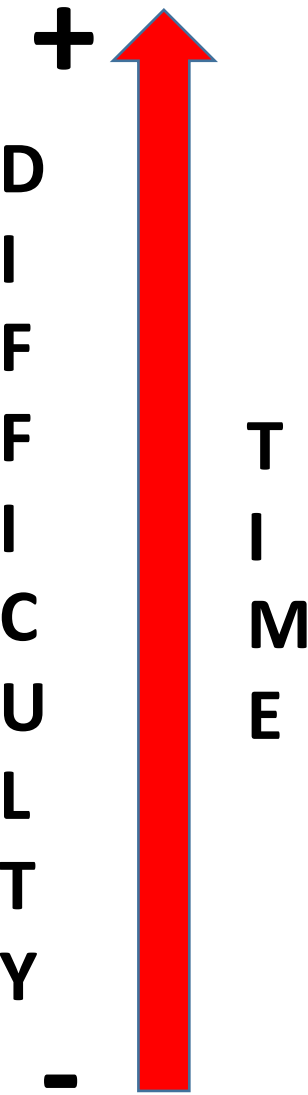
Focus On Competitors



Understand
Consumers

SURVEYS?

WHAT DRIVES BEHAVIOR?





The heart has its reasons of
which reason knows nothing.

~ Blaise Pascal

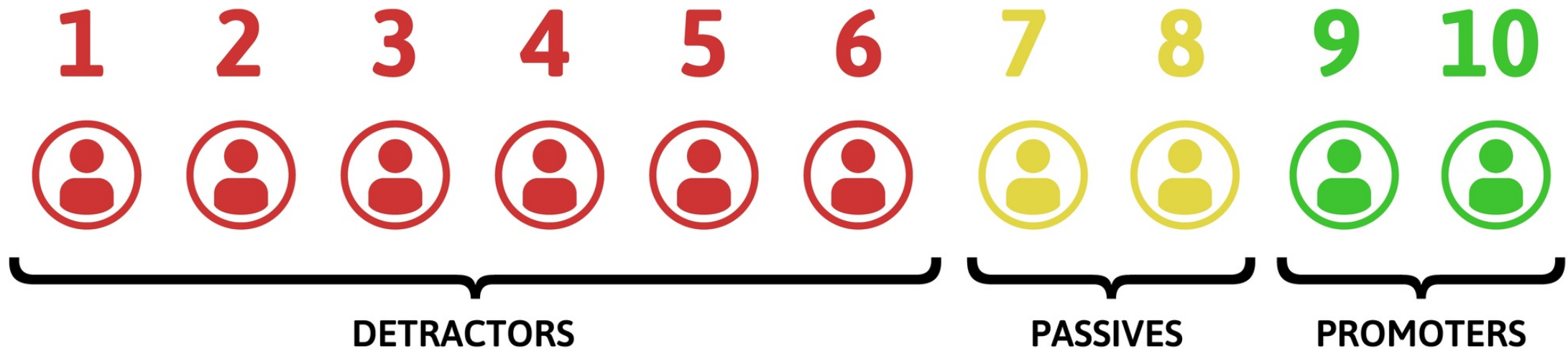
HEART

AND

MIND



Net Promoter Score



$$\text{NPS} = \% \text{ (green person icon)} - \% \text{ (red person icon)}$$

DON'T ASK CONSUMERS FOR SOLUTIONS, THIS IS YOUR JOB!!!



FOOD GLOBAL TRENDS

1. Wellness and what is better for me?
2. Enviromental protection –FOOT PRINT MANAGEMENT
3. Food safety
4. Food waste management optimization
5. Wellfare

Consumer wants to save money and time always



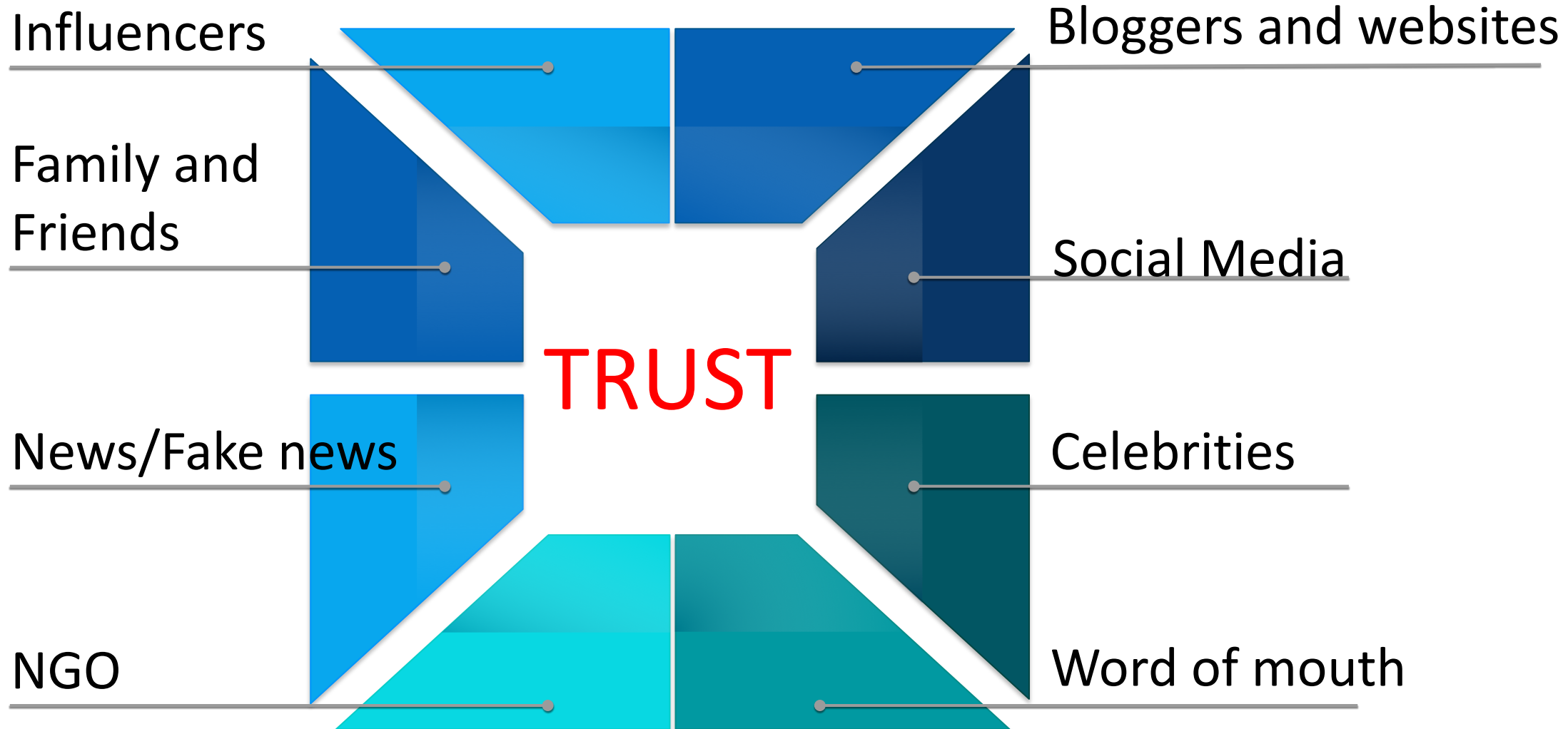
Projecting Linearly, into the Future...



A 2-TIER MARKET IS EMERGING



WHOM TO BELIEVE: Brands or ONG?



People like you also bought...

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WINNING MILLENNIALS



RETAILERS HAVE BIG INFLUENCE ON CONSUMERS



LIDL in Spain no longer sells cage chicken eggs from 2017

KFC SIGNED UP TO THE BETTER CHICKEN COMMITMENT IN EUROPE



TRUST, AUTHENTICITY AND TRANSPARENCY



TO INNOVATE OR NOT TO INNOVATE. THAT IS THE QUESTION



Dick Fosbury revolutionized the high jump event with a "back-first" technique.

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MANUFACTURER

FARMER

EQUIPMENT

PHARMA INDUSTRY

COLLABORATION

TECHONOLGY

PACKAGING

SERVICE PROVIDERS

RESTAURANTS

LAST MILLERS

RETAILERS

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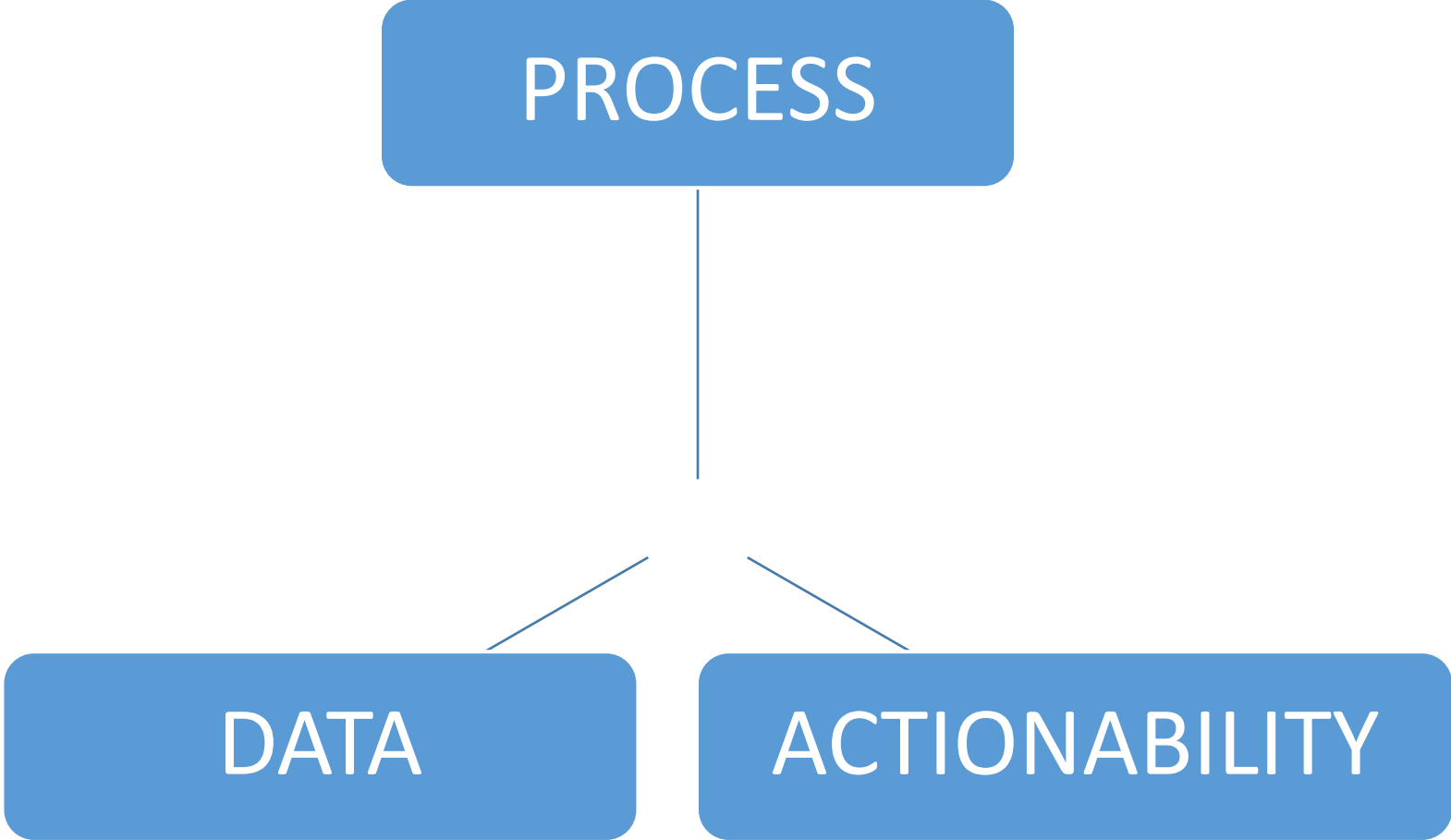
We f
model



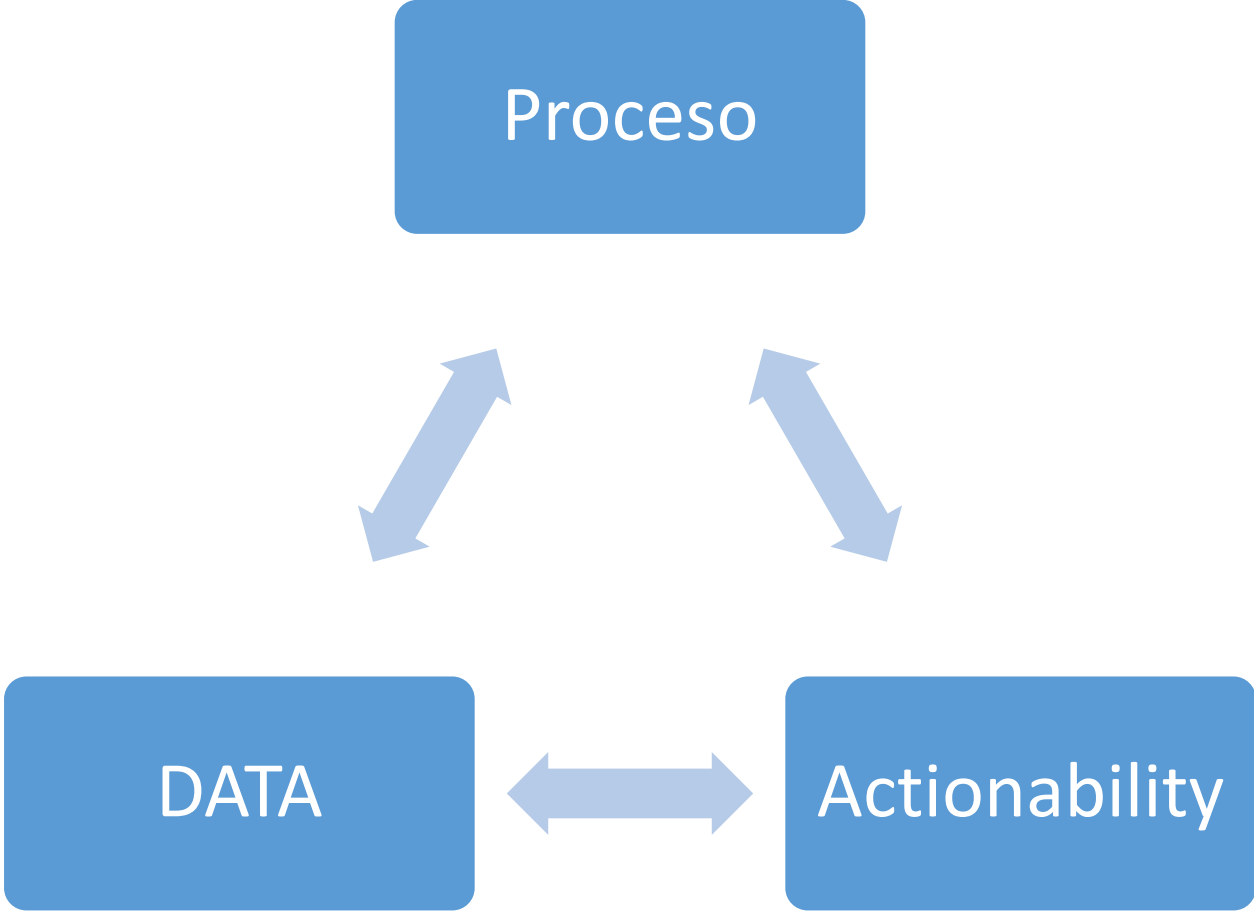
Don't forget
that you're
my voice in
this meeting



TECHNOLOGY



Technology and Digital



The Three Moments of Truth

Moment 0

Winning the
opportunity to
compete

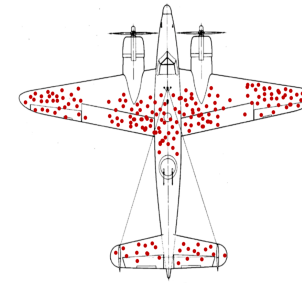
Moment 1

Winning the
competition

Moment 2

Winning the
loyalty

A Path to Winning Consumers



1. Understand the Trends and Consumers. DATA

2. Have a Vision, a Purpose



3. Define What Business Are You In and What Could or Should You be in

4. Overcome all Internal Organizational Barriers



5. Collaborate Inside and Outside your Organization

6. Remember you should be Cost Efficient



Q&A



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