

# Discussion 3

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Service Products offered by Gordon Food Service Agency Gordon Food Service Many agencies around the world strive to provide their customers with the best products and services they have. In Gordon Food Service (GFS) the main services and products provided are all related to foodstuffs. GFS aims at providing quality and variety of food products so as to meet the needs of every customer. The foodstuffs are all of high quality and include meat, bakery, seafood, fresh produce dairy products, and any other food needed. The customer service is of high quality which each customer fully attended to; so as to ensure customers get the necessary satisfaction. Our products diversity, coupled with quality customer service has earned GFS a good reputation in the public as one of the major leading food supply agencies. From the high number also of customers GFS believes that its service products have a positive impact upon its customers.

GFS has diversified its advertisement methods by enabling online display of the products available. This has given GFS an upper edge in competition with other food and supply agencies. Also its ability to develop of a nutrition research center is a major boost to its service product delivery. Not many agencies in the industry have a research center whereby food are analyzed and tested to ensure they are of a quality standard. GFS also offers food safety training programs to its customers. This helps customers learn on how to maintain a healthy and safe food habits in their kitchens. Hence GFS service products are one of the top in the market.

Gordon Food Service can be able to increase in the quality of its services and products if it considers the following measures. 1) Develop an efficient customer help center: this can be an online help center which is ready to response to any customer inquiry or complains; 2) equip its nutrition

research facility with latest technology and adequate specialists; 3) offer diversity in channels of delivery of services such as online shopping, and house delivery; 4) develop mechanisms to constantly review the company's performance and measure its growth rate and note areas of expansion.

#### References

GFS. (2014). Foodservice Products. Retrieved February 2014, from Gordon Food Service: <http://www.gfs.com/en/products>. page