

Finding your target group by processing huge amounts of data

How do you manage huge amounts of data and narrow it down so that it becomes manageable entities? In this best practice we describe the segmentation process which we went through in order to identify innovative food related SMEs in a specific region in Denmark. By describing the process below, we hope that others can be inspired and learn from our approach.

For some time ago VIFU was assigned the task to 1) identify food related SMEs in a specific region in Denmark, 2) get an overview of the SMEs networks by mapping their network connections, and 3) assess which SMEs are ready for development.



1) Identifying food related SMEs in the area involved the following steps:

- First of all, we made a search in the Danish VAT register for companies that were food-related based on their P numbers (production entity number). This resulted in a list of 8.133 companies.
- The next step was to excluded business which were not relevant. In this case irrelevant businesses were campsites, fast-food places, holiday homes, etc.
- The next step was to go through the entire list to find companies that were related to the following 5 categories: 1) agriculture, 2) fishing, 3) fish farming, 4) breweries, 5) food producers. This resulted in a list of 517 companies

2) Getting an overview of the SMEs networks by mapping their network connections involved the following steps:

- Firstly, we contacted sector-specific industry associations such as agricultural associations and fishing associations to get information about their members as well as their contact information, however, due to the GDPR this was not possible.
- Our alternative approach was therefore to draw on our knowledge about the companies' connection with associations as well as visit the websites of the different associations as many of them publicly list their members.
- Followingly, we collected contact information on each of the companies by looking them up in business registers, their websites and social media profiles.

3) Assessing which SMEs are ready for development involved the following steps:

- Based on our knowledge about the companies and the local business council's knowledge we assessed whether the companies were ready for development by virtue of former participation in development projects, dialog, cooperation with associations, etc.

All this information was gathered in a spreadsheet to get an overview of which categories the companies belong to, their contact information and whether they are ready for development.

Do you want to learn more?

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