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Making accurate sales predictions

The seasonal nature of many Devon businesses, especially those in the food and drink sector, can introduce considerable uncertainty. How can you accurately predict sales demand, understand consumer trends and manage supply, distribution and service expectations? Foresite SPA, a cloud-based software tool developed in Devon, aims to provide the answer.

With its headquarters in London and its development base in Devon, Foresite SPA was established by chief executive Brian Hawkes, who has a successful track record of designing and prototyping business development software with international blue-chip clients in the USA and Scandinavia. With these clients outperforming competitors and markets in sales growth, Brian joined forces with Chris Mellor in 2004 to bring these tools to small and medium-sized businesses in the form of Foresite.

“It was Brian’s brainchild



Foresite SPA sponsored the Taste of the West ‘Ready Meals’ Award 2019: Foresite’s Colin Slade (left) and Chris Mellor (right) with winners Natural Branscombe

and he came up with the concept, having done this for multinationals,” says Chris. “I was the project manager for turning the concept into a sellable product.

“Foresite provides visibility into the sales pipeline, helping the people driving and growing businesses to achieve their goals.”

Foresite was always going to be web-based and Chris’ move to near Crediton 13 years ago presented the challenge of

operating over a broadband connection with speeds of under 0.5Mbps. This turned out to be a great benefit as Foresite has been optimised to maintain high performance where connectivity is poor, meaning that it is ideal for rural businesses based in remote locations.

As chief technical officer, Chris completed the mathematics calculations for Foresite from scratch and, now enjoying a much a faster broadband

connection of 300Mbps, he is focusing on increasing product take-up. Foresite already has customers in Germany, Italy and Scandinavia in a number of sectors and, with his base in Devon, Chris is keen to help local businesses with their demand planning, especially the food and drink sector.

A meeting with Colin Slade, who retired after a long career, including roles with South West Business Expo and the Best of Exeter, brought him back as the face of Foresite to build contacts, network and explain the benefits of the software to local businesses. This has included exhibiting at events and sponsoring the Taste of the West Awards ‘Ready Meals’ category in 2019.

Keen to support businesses in Devon, Chris and Colin are always enthusiastic to discuss the challenges businesses face here and to explore how Foresite can help with these.

■ Details 020 3858 9650 or foresitespa.com

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