

October 22-28, 2010

STRATEGIES

IDEAS FOR GROWING BUSINESS

Section B



Cobb Galleria Centre • October 28, 2010

Pacesetters

Setting the bar

BUSINESS GROWTH EXPO 2010

Premium content from Atlanta Business Chronicle

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While many businesses have struggled in this economy, others have flourished — seizing opportunities to expand and innovate in a tough marketplace.

Every year, Atlanta Business Chronicle employs a complex system to identify metro Atlanta's 50 fastest-growing private companies.

Called Pacesetters, these companies are setting the pace for Atlanta business.

The CEOs and owners of some of these top-notch companies recently shared with the Chronicle about their successes and challenges along the way, as well as growth strategies and where their companies are headed next year and beyond.

Keith Kantor

Service Foods Inc.

Norcross-based food delivery company Service Foods Inc. has flourished in recent years — with revenue growing 800 percent from 2006 to 2009. **Keith Kantor** is CEO.

Q: In what ways did you adapt your business plan in the past year to remain competitive in a slower economy?

A: During this recession, consumers were much more reluctant to spend money on just higher-quality, all-natural foods. We had to add extra value. We did this by adding health experts to our staff, such as registered dietitians, registered nurses, certified all-natural chefs and certified fitness experts.

Q: What was one significant challenge you faced this year, and how did you overcome it?

A: It seemed harder to get leads for new clients. Since most of our new clients come from referrals, I think people were more hesitant to refer because they were unsure of other people's finances. So what we did is start giving free health and wellness fairs.

Q: What opportunities for growth do you see in the coming decade, and how are you positioning your business to take advantage of them?

A: The opportunity is in going national. With the help of the Internet, social media and great publicity this expansion will keep us busy in the coming decade.