

# Use Your Data to Build a Better Brand with Take Flight Software

SAN MARCOS, CALIFORNIA, UNITED STATES, June 11, 2015

[/EINPresswire.com/](http://EINPresswire.com/) -- If you're a customer who shops at Whole Foods, you know that you're buying brands that are good for you. In the consumer world, that's enough. But what about companies who also want to develop an organic growth model and adopt a healthy business plan? What can they do to stay on top in a commercial environment that's ferociously competitive? A business that wants to succeed needs to know how to interpret the sales data that gauges success and profit. With a background in managing brands, Brian Giovannucci knows that data management can be a make-or-break aspect of any company that's striving to establish its brand in today's no-holds-barred, winner-take-all environment.

With 15 years of experience doing brand management in the natural food and beverage industry, Giovannucci has earned his credentials in sales and marketing. His knack for [helping brands succeed](#) by getting them to function as a team has made him a highly sought-after senior consultant for the new and exciting brands that are in search of "sales space" in the popular, expanding industry of natural foods and beverages. Experience has taught Giovannucci all about the pitfalls that start-ups run into with data management, and that's why he's developed [Take Flight Software](#).

When he was the manager of a national

beverage company, he needed some way to spot and understand the real sales data in each store without having the information filtered through the opinions of local and regional sales people. The problem was time: it would take hours to go through all the data sources. There weren't enough hours



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*Next Generation Sales Reporting*



in the day for him to be able to manage, review, and execute corrective strategies with any consistency.

He knew that he needed a single platform capable of parsing all this data from various sources so that it could be presented in an easy-to-use interface. When he developed a working beta version of Take Flight Software he gave away free subscriptions to people in his industry who could use it and spread the word. His plan paid off. Twenty companies currently have paid subscriptions to Take Flight Software, and many more want to use it. For the past year, Whole Foods Markets has been using the software as a viable solution to understanding the sales data management tool for their products. Existing or start-up natural foods company can subscribe as well for a low monthly fee and benefit from using Take Flight Software as a management tool, ultimately helping many more start-ups on the road to success.

Start-ups are already aware of the problems they face in the marketplace. The inherent cost structure of the industry—distribution, retailer promotion, brokerage costs, advertising—explains why the ROI analysis from your sales data is key to keeping your spending within boundaries while your brand expands.

What makes Take Flight so inviting for the business world is that it's designed as an efficient tool that enables vendors to make decisions based on the facts that are retrieved from retailer scan data. This interface could easily be modified to handle distribution data, geographic marketing data, and promotional return on investment. Imagine a tool that can change brand management forever so that executives have unparalleled knowledge and management control over the directions that their businesses take.

In order to make the software accessible to more companies, Giovannucci needs to build a small business that can make it possible to link the industry data to those new customers. With help from Indiegogo supporters, his [crowdfunding campaign](#) to raise \$50,000 will be used to make Take Flight Software even better by adding refinements, new features, and improved ease of implementation. Once the crowdfunding donations come through, personnel can be added to set up the vendors who are waiting for the software.

Knowing what your data means is like knowing another language. Take Flight Software is the translator start-ups are waiting for.

#### About Take Flight

Brian Giovannucci, the president of Take Flight Software ([www.takeflightsoftware.biz](http://www.takeflightsoftware.biz)), has developed the software as a new management and reporting tool for the sales and marketing industry, a field in which he has years of experience. His product's business model is to help company management collect, understand, and plan using the most recent sales data available. Being able to do business in one easy-to-use and informative interface solves the fragmentation that's a problem for the industry infrastructure. The Take Flight Software management tool can help start-ups succeed in the cutthroat world of business. Just ask Whole Foods Markets—they have brands that are already using it.

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