

FreshDirect CEO Shares Business Secrets

It's not everyday that people get to receive business tips straight from the mouth of a person like Dean Furbush, CEO of FreshDirect. However, last month Queens College hosted a business forum entitled "Queens: A Catalyst for Success," where Furbush shared his secrets to running a successful business and his own experiences from helping grow one of the most successful and innovative businesses in Queens.

FreshDirect is a company that allows its customers to do their grocery shopping online, and then when they are finished, delivers the order right to the customers' doors.

"It's a business that doesn't have to pay for retail space," Furbush said. "It's a business that customers who want to go grocery shopping can go online and go to quickshop and say click I'll just have the same thing I had last week and done."

In addition to not having to pay for retail space, FreshDirect gets its food directly from farms, dairies and fisheries so its foods are several days fresher, more nutritious and even less expensive by the time it gets delivered to the customers.

"As people figure out it's less expensive; and it's customized; and it's fresher, and, if we can make this business model go, which we are doing measuring it day-by-day, then we really may have something that is

world changing," Furbush said.

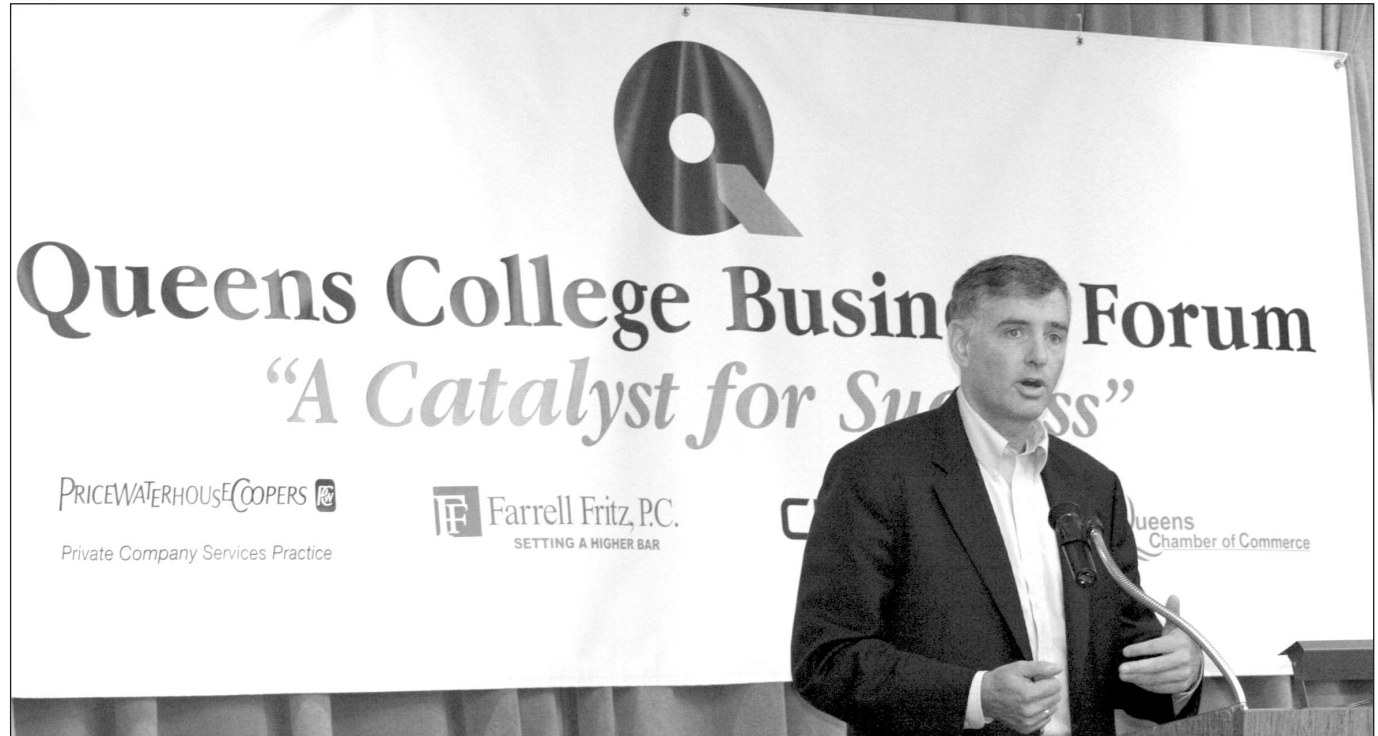
At FreshDirect, they are constantly looking for ways to help improve the services they provide to make the customers' experience easier and keep them coming back.

"What we do is we look at the problem from the customer's perspective, and then say what are the range of possibilities on the way we can attack this," Furbush said.

While he would not commit to a timetable for an expansion of FreshDirect, based on the success of the company, the idea is clearly in his mind.

"We think about our next plant a lot, and we expect to have one in the next few years," he said.

The event was hosted at Queens College with the Queens Chamber of Commerce, Chase, PricewaterhouseCoopers and Farrell Fritz sponsoring the event along with Queens College.



FreshDirect CEO Dean Furbush shared some of his company's business secrets at a seminar at Queens College last month.