

DUE DILIGENCE IN ANIMAL FEED ADDITIVES

STRATEGIES TO GROW YOUR BUSINESS

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DUE DILIGENCE IN ANIMAL FEED ADDITIVES

In this case study, a private equity firm engaged CPL Business Consultants to conduct due diligence on an animal feed additives company to inform a potential acquisition. CPL conducted a comprehensive assessment of the target's portfolio and R&D capabilities as well as the competitive landscape.

The deliverables included a synthesis of the target's value proposition, innovation capability, and market positioning. The Client commented that CPL's report helped it to fully understand what they were buying which contributed to a fair valuation and a successful transaction.

The objective of this study was to assist our client in its due diligence of a potential acquisition target in animal feed additives. In particular, the client sought to understand how the acquisition candidate compared to competitors on key performance parameters.

Firstly, CPL reviewed the product offering, customer benefits, degree of differentiation, proof and the evidence that its competitive advantage was sustainable. The research collaborations, IP portfolio, publications and product pipelines were assessed in detail. Next, CPL reviewed the key performance parameters such as health benefits, growth metrics and return on investment and benchmarked these against competing products.

CPL then assessed the competitive landscape, providing information on key players. An analysis was made of the company's positioning including the strength of the brand, product portfolio and related technologies. The fact-based report included authentic insights from contacts within CPL's extensive network of industry participants and experts.

DUE DILIGENCE IN ANIMAL FEED ADDITIVES

Company Positioning and Strength

- Value Proposition
- Innovation Capability
- Key Performance Parameters
- Market Positioning

Product Portfolio Due Diligence

- Feed Additive Overview
- Review by Product Category
 - Nutritional Feed Additives (e.g. Amino Acids and Minerals)
 - Technological Feed Additives (e.g. Acidifiers, Binders and Flavours)
 - Zootechnical and Welfare Additive (e.g. Mycotoxin Deactivators or Binders and Phylogenics)

R&D Due Diligence

- Overview of R&D capabilities
 - Internal Capabilities and Collaborations
- Product Pipeline
 - Short, Medium and Long Term Projects
- Regulatory Considerations
 - Brazil, Canada, China, EU, Japan, South Africa and USA

Competitive Landscape for Animal Feed Additive Products

- Overview of Competitive Positioning
- Leading Players in Animal [Feed Additives](#)
- Companies with Substitute Products

Additional Due Diligence Projects

CPL has worked on other projects in Animal Feed Additives and Due Diligence e.g. [Animal Feed Additives Company Due Diligence](#), [Compound Animal Feed, Additives and Premix Due Diligence](#), and [Feed Additives and Diagnostics Due Diligence](#). Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).