

PLANT NUTRITION TECHNOLOGY OPPORTUNITIES

STRATEGIES TO GROW YOUR BUSINESS

Prepared by:

CPL Business Consultants

Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom
Tel: +44 1865 257 252, info@cplconsult.com, www.cplconsult.com

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In this case study, CPL assisted an international client which wanted to expand its business by investing in plant nutrition technology opportunities. CPL provided clear recommendations on where to invest, including a business rationale and case for each opportunity. The client implemented several of these initiatives.

OBJECTIVE

This study initially identified and overviewed specific business opportunities and technology opportunities in plant nutrition. CPL then characterised, recommended and prioritised areas of opportunity for the client to invest in.

METHOD

Initially, CPL segmented the plant nutrition market into 7 market segments and 28 sub-segments based on the function of the products and the technologies used. We quantified the sales by nutrient, application type and region for each segment and also analysed the competition and value chains, profiling more than 25 companies. This included an analysis of the product portfolios, examples of the technologies employed and also the product specifications for each company.

Next, the challenges and unmet needs for each segment were analysed, and more than 20 key industry stakeholders were interviewed to support this analysis. Further to this, CPL then carried out an IP review which was based on an analysis of over 3000 individual patents. Then six areas of technical opportunity in plant nutrition were identified, and these were consolidated into two main themes.

Finally, CPL developed business cases for each area of opportunity and ranked these opportunities in order of potential attractiveness using a non-parametric analysis.

An outline of the report is provided on the following page.

TABLE OF CONTENTS**Introduction and Overview****Executive Summary****Plant Nutrition Technology Opportunities**

- Descriptions of Opportunities, Fit and Relevance
- Challenges and Needs
- Technical Solutions
- Key Players
- Markets and Value
- Example Products
- Business Model Hypotheses

Non-Parametric Analysis and Prioritisation

- Opportunity Ranking for Plant Nutrition Technology Opportunities
- Strategic Recommendations

ADDITIONAL PROJECTS

Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).