

BUSINESS CONSULTANTS

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# STABILIZER AND TEXTURIZER SYSTEMS STRATEGY

STRATEGIES TO GROW YOUR BUSINESS

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***In this case study, a private equity company engaged CPL Business Consultants to assess the business environment of a stabilizer and texturizer systems company, and provide recommendations for a growth strategy. CPL conducted a comprehensive assessment of the markets as part of a strategic review and interviewed experts to identify possible growth opportunities. CPL provided recommendations on potential new customers, adjacent markets to target, and identified potential bolt-on acquisitions.***

The client sought strategies to grow its recently acquired stabilizer and texturizer systems business. CPL's study identified and described the markets, provided information on the main players, identified potential new customers, and recommend a strategy for growth.

Firstly, by examining existing market data, CPL determined the company's positioning within its existing markets and recommended adjacent markets the client should consider targeting. CPL also reviewed customers of texturization and stabilization systems, identifying new customers to target in existing and potential markets.

CPL then researched and described current players, supplementing desk-based research with expert interviews from its extensive networks in food ingredients. This also confirmed a number of potential available acquisition targets operating in the client's existing market sectors and adjacent sectors.

## STABILIZER AND TEXTURIZER SYSTEMS STRATEGY

### Executive Summary

- Background on the Business and Objectives
- Stabilizers and Texturizers: Definitions and Market Segmentation
- Principle Findings Relevant to Strategic Recommendations
- Conclusions Relevant to the Business Growth Strategy
- Strategic Recommendations for Business Growth
  - Organic Growth
    - Potential Customers to Target
    - Potential Markets to Target
  - Growth Through M&A
    - Potential acquisition targets in existing or adjacent markets

### Stabilizer Blends and Systems

- Definitions of Blends and Systems
- Companies Involved in Stabilizer Blends and Systems
- Strategic Rationale for Growing the Stabilizer Blends and Systems Business Organically
- Reasons for Expanding Through M&A
- CPL's View and Recommendations for the Current Growth Strategy

## Stabilizer and Texturizer Systems Markets

- Stabilizer and Texturizer Systems Market Summary
  - Market Forces
  - Market for Stabilizer and Texturiser Systems Sold as Ingredients
  - End-use Markets (e.g. Dairy Desserts, Ice Cream etc.)

## Players and Products in Stabilizer and Texturizer Systems

- Global Companies Competing in Systems and Blends
- North American Players in Systems and Blends

## Stabilizer and Texturizer Systems Customers

- Customers for Systems and Blends
- USDA Approved Dairy Manufacturers
- Other Manufacturers

## Contacts

- Insights from Stabilizer and Texturizer Systems Experts Interviewed

## ADDITIONAL PROJECTS

*In addition to this project on Stabilizer Systems Strategy, CPL has also worked on other projects in the Food Systems and Blends market e.g. [Texturizing Company Due Diligence](#), [Report on Opportunities in Food Systems and Blends](#), and [Strategy to Expand Capabilities in Food Systems and Blends](#). Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).*