

# AFLP DNA FINGERPRINTING TECHNOLOGY OPPORTUNITIES

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a biotechnology company engaged CPL Business Consultants to find commercial opportunities for its AFLP DNA fingerprinting technology. The client has an amplified fragment length polymorphism technology (AFLP) and wanted to engage with potential customers.

Initially, CPL reviewed major business sectors where the technology could be potentially applied. We then identified the best sectors to focus on using various market, technology and strategic criteria. Further to this, CPL used desk-based research and interviews to establish customer requirements and current solutions used in these sectors. Finally, CPL provided a detailed report which included go-to-market recommendations which formed part of the client's business development strategy.

## **COMMERCIAL OPPORTUNITIES FOR AFLP DNA FINGERPRINTING TECHNOLOGY**

The objective of this study was to assist our client in developing its DNA fingerprinting technology and capabilities appropriate to collaboration with specific sectors of the fermentation industries, in order to address their key problems and challenges. In addition, CPL sought to identify why potential customers or partners had not previously employed the technology or how aware of it they were.

### **Executive Summary**

- Principal Findings
- Conclusions
  - e.g. Applications for AFLP
- Recommendations
  - Including Go-to-market strategy

### **Introduction to AFLP DNA Fingerprinting Technology**

### **AFLP DNA Fingerprinting Technology Opportunities**

Opportunities for AFLP technology *e.g.* in:

- Agriculture
- Alcoholic Beverages
- Bulk Chemicals and Biofuels
- Enzymes
- Food
- Fine Chemicals
- Pharmaceuticals

## Overview of Molecular Biology Technology

- e.g. Amplified fragment length polymorphism technology (AFLP) DNA Fingerprinting

## Contact Reports

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