

ACQUISITIONS IN FLAVOURING

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

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, CPL Business Consultants profiled two potential flavouring company acquisitions, from an outside-in perspective, for a client's investment committee. Based on CPL's report and recommendations, the client was able to make an informed decision on how to proceed.

OBJECTIVE

CPL assisted a client in identifying and profiling companies in the flavours and fragrances space that could be interesting acquisition or investment targets. We examined and profiled two potential acquisitions in the flavouring business.

METHOD

The main contents of the study were based on sources including in-house databases and an extensive network of contacts in addition to publicly available information (e.g. data from government agencies, patents, scientific journals, trade press, internet etc.). Additional information was sought from other key resources within the industries concerned in sufficient depth to provide accurate analysis and guidance.

CPL used its extensive network of contacts to elicit information that would be difficult or impossible for clients to obtain independently. Interviews were conducted with those knowledgeable in the industry, both face-to-face and telephone conversations. Contacts were also made at trade shows.

The report consists of two parts, the summary report and the reference report, to provide the essence of CPL's findings and our recommendations, followed by detailed data sources and analysis.

Click to see [the contents of the study](#), or look below for an outline.

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Objective

Executive Summary

- Flavouring Company Acquisition Target 1
- Flavouring Company Acquisition Target 2

Flavouring Company Acquisition Target 1

- Overview
- Reputation
- Strategy
 - Strategy in past five years
 - Current Strategy
- Leadership and Key Staff

- Competitive Advantage
- Products and Applications
 - Citrus Products
 - Essential Oils
 - Organic Oils
 - Functional Ingredients
 - Chemicals
- Financial Performance
 - Revenue and Gross Profit Development
 - Revenue Analysis
 - Profit Development
 - Working Capital and Inventory
- R&D And Operations
 - Quality Assurance
- Sales & Marketing
 - Key Accounts and Account Management
- Conclusions and Recommendations

Flavouring Company Acquisition Target 2

- Overview
- SWOT
- Reputation
- Strategy
- Leadership
- Competitive Advantage and Critical Success Factors
 - Competitive Advantage
 - Critical Success Factors
 - Value-Added and Barriers to Entry
- Products
 - Liquid Flavours
 - Powder Flavours
 - Natural Extracts
 - Caramel Products
 - Sauces and Fruit Preparations
- End Uses
 - Savoury Products
 - Confectionery
 - Dairy
 - Bakery
 - Tobacco Products
 - Drinks and Beverages
 - Pet Foods and Animal Feed
 - Medicines and Oral Care Products
- Financial Performance
- Human Resources
 - Employees
 - Key HR Staff
 - Recruitment
 - Industrial Relations
 - Quality of Staff
- R&D Capability

- Facilities
- Research
- Operations
 - Capacities
 - Technologies Employed
 - Quality Assurance
 - Supply Chain & Sourcing
- Sales and Marketing
 - Account Management
 - Key Accounts
- Markets
 - Acquisition Target's Market
 - Market Size and Growth
- Competition
 - Regional Interest
- Investment Thesis
 - Post-Acquisition

Markets and Competition in Flavours and Fragrances

- Competitive Environment
 - Key Players
- Flavours and Fragrance Markets
 - Flavours and Fragrances
 - Non-Alcoholic Beverages
 - Alcoholic Drinks
 - Food

21 Contact Reports, 22 Tables, 18 Figures

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