

# ADDING CONSULTANCY TO OPERATIONS

STRATEGIES TO GROW YOUR BUSINESS

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## TABLE OF CONTENTS

<b>ADDING CONSULTANCY TO OPERATIONS.....</b>	<b>1</b>
ADDING CONSULTANCY TO OPERATIONS .....	1
<i>Executive Summary</i> .....	1
<i>SWOT</i> .....	1
<i>Strategic Plan</i> .....	1
<i>1st Consultancy Model</i> .....	2
<i>2nd Consultancy Model</i> .....	2
<i>3rd Consultancy Model</i> .....	2
<i>4th Consultancy Model</i> .....	2
<i>5th Consultancy Model</i> .....	2
<i>6th Consultancy Model</i> .....	2
<i>7th Consultancy Model</i> .....	3
<i>8th Consultancy Model</i> .....	3
<i>The Non-Parametric Analysis</i> .....	3
<i>Consultancy Company Case Studies</i> .....	3
<i>12 Contact Reports</i> .....	3
<i>Appendix 1 – Additional Information</i> .....	3

*In this case study, a value-added food ingredients company with significant know-how, built up over several decades, engaged CPL to assess its options to leverage this knowledge by adding a consultancy business to its operations. CPL produced a comprehensive report with eight strategic options with a recommendation on the best path to follow.*

The objective of this project was to consider ways the client could enter the food consultancy business and leverage assets to create a larger and stronger overall business that was both more diversified and, consequently, more secure.

Consultancy, as a diversification strategy, would help to protect the business in the event of any downturn in the volume or profitability of the core business. Secondly, it would help to make better and more profitable use of the physical and/or intellectual assets already in the company. These assets included people with their food ingredient expertise, experience and skills, plant and equipment, development and testing facilities, raw material knowledge and supply, networks within the suppliers and users of equipment, and international knowledge, experience and presence.

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

## ADDING CONSULTANCY TO OPERATIONS

### Executive Summary

- Objective And Background
- Diversifying Through Consultancy
  - The Consultancy Models
  - Conclusion
- Strategic Recommendations

### SWOT

- Core Business
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats
- Consulting
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats

### Strategic Plan

- The Mission
- Personnel
- How To Begin
- Models To Build The Business

- Time Line And Budget
- Investment
- Financial Model For The Business

## 1st Consultancy Model

- Introduction To The Model
  - Advantages Include: –
  - Disadvantages Include: –
- Issues And Questions

## 2nd Consultancy Model

- Introduction To The Model
  - Advantages Include: –
  - Disadvantages Include: –
- Issues And Questions

## 3rd Consultancy Model

- Introduction To The Model
  - Advantages Include: –
  - Disadvantages Include: –
- Issues And Questions

## 4th Consultancy Model

- Introduction To The Model
  - Advantages Include: –
  - Disadvantages Include: –
- Issues And Questions

## 5th Consultancy Model

- Introduction To The Model
  - Advantages Include: –
  - Disadvantages Include: –
- Issues And Questions

## 6th Consultancy Model

- Introduction To The Model
  - Advantages Include: –
  - Disadvantages Include: –

## 7th Consultancy Model

- Introduction To The Model
  - Advantages Include: –
  - Disadvantages Include: –

## 8th Consultancy Model

- Introduction To The Model
  - Advantages Include:
  - Disadvantages Include: –

## The Non-Parametric Analysis

- The Factors
- The Non-Parametric Analysis of the Consulting Models
- Profiles For Each Strategy Model in Order Of Preference

## Consultancy Company Case Studies

- Overview of Consulting Services
- Detailed Profiles on 11 Selected Consultants
- Examples Of 136 Consultants to the Food Industry

## 12 Contact Reports

## Appendix 1 – Additional Information

- News
  - What's Up With Food Ingredient R&D?
  - Research And Development Survey – Food Ingredient Technology
  - Outsourcing: Broadens R&D Options – Food Research And Development
  - Outsourcing Food Development Projects

*In addition to this project on Adding Consultancy to Operations, CPL has worked on many strategy projects in food ingredients. For example, a [strategy to enter the European texturiser business](#). Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. [Eight case studies](#) can also be reviewed.*