

ANIMAL FEED ADDITIVES COMPANY DUE DILIGENCE

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, CPL Business Consultants assisted with the due diligence for a potential bolt-on acquisition in animal feed additives.

OBJECTIVE

The objective of this project was to assist a Private Equity client in answering key questions regarding the potential synergies between an animal feed additive and premix company and one of its portfolio companies as part of a due diligence process. CPL also supported the process with technical and commercial input (e.g. in management meetings). Additionally, CPL facilitated a workshop which included a technical brainstorming session exploring possible product synergies. CPL was able to bring detailed and authentic insight, based on its knowledge, experience and extensive networks, and as a result the Client fully understood the target company and its product portfolio, and was able to assess its value and potential with confidence.

REPORT

CPL's detailed report included the following sections:

Executive Summary

- How strong is the Company's value proposition?
- How does the Company compare with the competition on key performance parameters?
- How strong is the Company's position in the market?
- How strong is the Company's value proposition proof?
- Is the sale evidence based?
- To what extent does the portfolio address major industry drivers and trends?
- Is there a strong business logic for acquisition?
- If the Company is acquired, what would still be lacking?

Commercial, scientific and technical review of Company's products

- Digestive Performance
- Functional Ingredients
- Mycotoxin Management
- Feed Palatability
- Feed Preservation

Competitive landscape for animal feed additive products

- Trends and recent developments
- Competing animal feed additive players and products
- Focus on portfolios of 3 competing players
- Substitute additives

Contact Interviews

- ~30 interviews from CPL's networks

Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. [Eight case studies](#) can also be reviewed.