

# BACILLUS THURINGIENSIS ASIA MARKETS

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***In this case study, an international chemicals and plant nutrient company engaged CPL Business Consultants to analyse the markets for Bacillus thuringiensis in Asia. CPL provided a detailed report with general strategic recommendations and go-to-market recommendations for each country.***

The purpose of this study was to determine the market for products based on *Bacillus thuringiensis*, the microbial pesticide, in several markets in Asia and make recommendations to the client on how to approach the market in each country. In addition, the study led to some recommendations concerning the development of the client's business in general.

## **BACILLUS THURINGIENSIS ASIA MARKETS**

### **General recommendations concerning the Bt business**

- Recommendation 1
- Recommendation 2
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### **Executive Summary**

- Objective
- Method
- Conclusions
- Recommendations for Asia

### ***Bacillus thuringiensis* Asia Markets by Country**

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- Prices (NT\$/kg or l) of Bt products in Taiwan
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- Taiwan *Bacillus thuringiensis* costs
- Sales of formulated Bt in Indonesia (tonnes)
- Bt prices and hectare treatment costs in Indonesia in rupiah and (US\$)
- Bt products registered in Indonesia
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- Prices of Bt products in Thailand
- Bt WP Imports into Thailand
- Import statistics for Bt into Thailand
- Import statistics for Bt into Thailand
- Distributors of Bt in Thailand
- *Bacillus thuringiensis* Imported into Thailand

CPL Business Consultants has also, for example, worked on Bt [markets in Europe](#) and [the Middle East](#). You can find further examples of our work on [biopesticides on this site](#). Please look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables and differentiators. You can also review [eight case studies](#).