

# BIOPESTICIDES SUCCESS FACTORS

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STRATEGIES TO GROW YOUR BUSINESS

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*A leading asset manager for sustainable investments engaged CPL Business Consultants to learn about the success factors associated with companies in the biopesticides sector. The asset manager considered investing in biopesticides and wanted to understand how the companies worked, what made them successful and why many companies had failed. CPL was able to leverage considerable experience and knowledge in the sector to deliver the required insights. The client subsequently asked CPL to assess some specific companies in which it was considering investing.*

The purpose of this review is to discuss and itemise the factors that can contribute to the success or failure of a company in biopesticides. Under each heading, there is a discussion of the issues and problems in that section. This is followed by one or more 'success factors' with a short statement of what a company should be doing to optimise its chances of success.

For the purposes of this report, success meant making and selling products and making a profit in the biopesticides business. The magnitude of success was defined by sales and profit.

## **BIOPESTICIDES SUCCESS FACTORS**

### **Objectives of the Company**

- Success Factors Related to the Corporate Objective

### **Success Factors Related to Biopesticides Funding**

- Venture Capital
  - Building Grand Facilities
  - Emphasis on the Creation of Intellectual Property
  - Publicity
  - Wheeling and Dealing
  - Becoming Cost-Efficient
  - Summary
- Corporate Funding
- The Sufficiency of Money

### **Technical Biopesticides Success Factors**

- Strains of Micro-Organisms
- Biologically Active Compounds
- Maintaining a Biopesticide
- Fermentation
- Post-Fermentation
  - Formulation
  - Delivery
  - Assay

## **Success in Biopesticides Production**

- Success Factors for Production

## **Biopesticides Registration**

- Key Success Factors for Registration

## **Marketing and Sales**

- Value (Selling Price) of a Biopesticide
- Accessible Markets and Marketing Focus
- Distribution and Sales
- Internal Integration

## **Personnel**

*In addition to our work on success factors you can find further examples of our work on [biopesticides on this site](#), for example a [biopesticides review](#) or [partnership project](#). Please look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables and differentiators. You can also review [eight case studies](#).*