

# CHEESE INGREDIENT GROWTH STRATEGY

STRATEGIES TO GROW YOUR BUSINESS

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*In this case study, a specialist cheese ingredient (starter-culture) manufacturer engaged CPL Business Consultants to formulate a growth strategy in new geographic markets. Subsequently, the client successfully entered the US market and was later acquired by a larger global player.*

The objective of this study was to formulate a growth strategy to expand its market share in the cheese starter-culture ingredient market. The client had proprietary technology and also expertise in starter-culture production. However, a change in the structure of the home dairy market led the company to seek other markets for expansion. Strategic options, therefore, included selling products and skills into new markets, acquiring or developing new products and accessing new enabling technologies.

The client was unable to increase domestic sales, so CPL formulated a strategy for growth without cannibalising its existing sales. CPL proposed a number of specific scenarios as parts of the overall strategy, focussing on the US. We then sensitised these scenarios according to aspects of the markets, trends, products, technology and companies involved.

## **CHEESE INGREDIENT GROWTH STRATEGY**

### **Executive Summary**

- Objective & Method
- Principal Findings
  - Markets
  - Research and Development
  - Probiotics
- Recommendations
  - Strategy
  - Actions
  - Technology Transfer

### **Cheese Markets in the US e.g.:**

- Market Trends
- Research
- Cheese Imports

### **Potential Partnerships with Cheese Companies**

- Discussions with Cheese Companies
- Overview of Academic Dairy Research & Development

## Probiotics and Nutraceuticals in the US

- Market
- Trends
- Research
- Competition and Partnerships

### Partnerships in Probiotics: Examples

- Contacts in Probiotic/Dairy R&D

### Dairy Organisations in the US

- National
- State and Multi-State

*In addition to this project on cheese ingredient growth strategy, CPL has worked on various other similar projects. These include projects on [cheese coatings](#), [starter cultures](#) and [chymosin](#). You can also find other relevant projects using the search bar on this website. Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).*