

FRUIT COMPOUNDS BUSINESS

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a fruit and vegetable ingredients supplier engaged CPL Business Consultants to examine the fruit compounds business as part of its growth strategy. The client subsequently entered the business and has become a major player in this sector.

The purpose of this study was to assist the client in determining a market entry strategy for the fruit compounds business. Although the client had a good position in fruit, it was coming under increasing price pressure from lower-cost imports. The client believed that it had the in-house technical skills to make and market fruit compounds, which would be a step forward in the value chain. Initially, CPL determined if this market was a good fit for the client and with its strategic objectives. Then, CPL formulated and advised the client on a recommended go-to-market strategy.

The study detailed the market, market trends, and Key Success Factors in terms of product and customer support and also made a number of actionable strategic recommendations for the client.

Click here for a [PDF version](#) of the case study or see an outline below.

FRUIT COMPOUNDS BUSINESS

Executive Summary

- Objective and background
- Method
- Principal findings
 - Market
 - Market growth (CAGR)
 - Market Trends
 - Profitability
 - Key Success Factors
 - How to obtain sales
 - Loyalty of present customers
 - How do fruit compounding companies develop?
- Conclusions and Recommendations

Fruit Compounds Markets

- Market Size and Direction e.g.
 - United Kingdom
 - Germany
 - Netherlands
 - Finland
 - France
- Yoghurt Production Process
- Ice Cream

Customer Attitudes to Fruit Compound Suppliers

- Voice of Customer Analysis

Contact reports

- Dairy
- Ice cream
- Bakery
- Food Retailers
- Fruit Compounders
- Suppliers to Fruit Compounders

CPL has worked on other [similar projects](#) e.g., a vendor's due diligence for a company in [specialist fruit ingredients](#). We have also [commented in the trade press](#) on this market. Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).