

MODIFIED STARCH MARKET STRATEGY

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a US ingredients company engaged CPL Business Consultants to implement its sales strategy for marketing modified starch in the EU. CPL helped establish the client's EU business and assisted with initial sales and marketing campaigns for its starch and other products.

MODIFIED STARCH – EU MARKET STRATEGY

The purpose of this study was to identify and recommend a sales structure and sales systems for the modified starch products of a US-based company. The client sought distribution methods for the 'rest of the world' outside the US. However, the focus of this project was on distribution in the EU, with initial consideration being given to markets accessible from the UK and The Netherlands. The sales system had to be as effective and as cost-effective as possible. The client already sold its products in the US for use in the dairy and baking sectors, and it possessed data, methods and technology which it planned to use to build markets for its products elsewhere.

Principal Findings & Conclusions

- Modified Starch and Oat Fibre Products
- Market for Modified Starch and Oat Fibre
- Agents, Collaborators and Distributors
 - Identification of Partner Companies
 - Other Companies' Approaches
- Alternatives

Recommendations

- Strategic Recommendations and Implementation Plan

EU Market Study

- Modified Starch Market
- Fibre Markets
- Fat Replacer Markets
- EU Barley Fibre Markets
- EU Diary Products Markets
- Fat Replacers Markets

Contact reports

Company and Product Literature

Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).