

STRATEGIC PLANNING FOR A NUTRACEUTICAL PLANT EXTRACT BUSINESS

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a client needed help with strategic planning assistance to sell a range of proprietary raw materials as health ingredients for nutraceuticals and dietary supplements.

CPL Business Consultants was engaged to investigate the potential for these ingredients due to its combination of industry knowledge, commercial experience and technical expertise.

OBJECTIVE

CPL assisted its client by investigating the nutraceutical ingredient markets, focussing on specific plant and algae extracts and formulating a strategic plan.

BACKGROUND AND SCOPE

The client is a leading company in plant extracts which unusually, also has full control of its supply chain; breeding, growing and harvesting its own crops. As well as having full traceability, the client was able to add value through using specially-selected crop varieties.

The company had a range of products, containing standardised levels of phytonutrients from plant concentrates with enhanced levels of antioxidants, such as polyphenols (*e.g.* anthocyanins) and carotenoids. It also had access to a range of other crops and wanted to understand the potential for ingredients derived from these sources.

The client therefore had a number of questions to answer, which included:

- What is in the raw materials that hold potential?
- What is the effective dose?
- Examples of who is already working with these ingredients?
- Is there a market? If so, what is the approximate size?
- Examples and levels of actives in products, if appropriate?
- Are hard or soft claims made for these products and what formats are they in?

REPORT

CPL was able to provide insightful information and advice on:

- Health Actives in Plant Materials
 - Product diversity and examples of value-added products
- Potential Markets as Nutraceuticals
 - Value, Growth, Dynamics
- Levels of Actives in Products/Product Formats
 - Dosage Characteristics, Product Formats and Technologies
- Types of Claims – Hard or Soft
 - Description and classification of marketing claims
- Competitive Landscape: Company Activity
 - Competitors
 - Products and Positioning
- Go-To-Market Plan
 - Segments to target
 - Raw materials to prioritise
 - Formulation strategy
 - R&D requirements

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