

STRATEGY REVIEW FOR AN INGREDIENTS COMPANY

STRATEGIES TO GROW YOUR BUSINESS

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CPL Business Consultants assisted a hydrocolloid food ingredients company with a strategy review as part of its strategic planning process. Initially, CPL reviewed the business and its strategy and went on to produce an action plan based on its analysis of strategic options.

OBJECTIVE

The objective of this study was to review the strategy of a food ingredient company and formulate a growth strategy with an actionable five-year plan.

METHOD

CPL used its in-house knowledge and expertise in formulating the strategy and plan for the client.

REPORT

The final report in PowerPoint included the following sections:

Business Strategy Review

- Business Summary
- Business Organisation
- Historical Sales and Margin
- Segmental Sales
- Profitability and Growth Rate of Segments
- Distribution of Sales and Risk Assessment of Customer Base
- Analysis of the Product Portfolio: Profitability/Volumes
- Global Market Sizing
- European Ingredients Landscape
- Competitive Scene
- Product Sector Key Success Factors
- Pestel Analysis

Customer Demand vs. Offering

- Market/Customer Demand
- Market Attractiveness

Ambitions and Gaps

- SWOT Analysis
- Conclusions

Strategic Options

- Where to Adapt the Offer
- Alternative strategic scenarios
- How to Win
- Organisation
- Production
- Where and How
- Growth Plan Scenario
- Acquisitions: Who and Why

Proposal and Action Plan

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