

SYNERGIES BETWEEN FEED ADDITIVE COMPANY PRODUCT PORTFOLIOS

Prepared by:

CPL Business Consultants

Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom
Tel: +44 1865 257 252, info@cplconsult.com, www.cplconsult.com

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, CPL Business Consultants examined the potential synergies between the portfolios of two animal feed additive companies based on technical, scientific and commercial attributes.

CPL often answers complex commercial and technical questions. For example, in this case, CPL's client, a portfolio company of a Private Equity fund, was looking at a potential bolt-on acquisition. After analysing the relevant markets and trends, we also outlined a range of added-value synergistic products which complemented the existing ranges.

CPL also advised the client on what the combined portfolio of the two companies might look like after rationalisation. Finally, we discussed the potential options with the client in a brainstorming workshop to formulate a product strategy. The client was, therefore, able to make an informed decision about the value that the bolt-on would bring to the company's product portfolio.

An outline of the areas covered is shown below.

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Objective

The objective was to answer key questions regarding the potential synergies between the product portfolios of two animal feed additive companies as part of a due diligence process.

Method

This work involved desk-based research, customer and expert interviews and analysis of other relevant information available to CPL.

Report

CPL prepared the following reports:

- A report on customer views
- A presentation for the workshop
- A summary presentation of workshop findings/conclusions

The report and workshop covered the following topics:

- **Recent Trends in Feed Additives**
 - Industry Trends
 - Industry Concerns
- **Review of Company 1 Feed Additives**
 - Products and Applications
 - Raw Materials
 - Functionality
 - Product Specifications
 - Value Proposition
- **Review of Company 2 Feed Additives**
 - Products and Applications

- Raw Materials
- Functionality
- Product Specifications
- Value Proposition
- **Potential Feed Additive Products for Combined Company**
 - Complementarities
 - Customer Needs
 - Potential Products
- **Brainstorming Session**

CPL Business Consultants often works on feed additives, for example on due diligence projects and botanicals, probiotics and prebiotics. Please look at our PowerPoint Introduction and Brochure describing deliverables, differentiators and case studies. You can also review eight case studies.