

# TEXTURIZING COMPANY DUE DILIGENCE

STRATEGIES TO GROW YOUR BUSINESS

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***In this case study CPL Business consultants supported technical and commercial due diligence on a company selling texturizing and stabilising food ingredients. CPL provided useful insights, and the project ultimately resulted in a successful transaction.***

## OBJECTIVE

The objective of this project was to assist a client in answering key questions regarding a potential acquisition target and in supporting the due diligence process as technical and commercial experts.

## BACKGROUND

The client was a global company operating in >20 countries, with >10,000 employees and >100 manufacturing facilities. As part of its strategy to expand its portfolio of speciality brands, it acquired a food stabilizer company. The client identified a complementary ‘bolt-on’ acquisition in stabilizers and emulsifiers to further expand the business.

## METHOD

The scope of the project fell into three main areas:

- Competitors
- Customers
- Markets

CPL initially provided information on the competitive landscape in North America and Europe including:

- Product lines of competitors and target market segments
- Impact of current market trends on specific ingredients
- Impact of or potential for raw material issues or shortages

We then carried out interviews with major customers to establish:

- The reputation of the target and its product lines
- Growth opportunities for the target
- The risk of the target’s formulas being replaced

Finally, we completed an analysis of the key trends, opportunities, market drivers and challenges for:

- Stabilizers & Emulsifiers
- Protein Blends

**DELIVERABLES**

With in a compressed timescale, CPL's team of experts delivered an insightful >120 page report which included profiles of major competitors, market analyses and interviews.

In conclusion, the due diligence process resulted in a successful acquisition of the texturizing company for CPL's client.

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