



RISK ANALYSIS	
INTERNAL	EXTERNAL
<p>POSITIVE</p> <p><u>S</u></p> <p>STRENGTHS</p>	<p>NEGATIVE</p> <p><u>W</u></p> <p>WEAKNESSES</p>
<p><u>O</u></p> <p>OPPORTUNITIES</p>	<p><u>T</u></p> <p>THREATS</p>





“CPL CAN PROVIDE
SOUND BUSINESS
ADVICE RAPIDLY
EVEN IN COMPLEX
TECHNOLOGICAL
SECTORS.”

Senior Business Development Director
Global Manufacturing Company, The Netherlands



CPL

WHAT MAKES CPL DIFFERENT?

DIFFERENTIATORS

- A reputation for *“Telling clients what they need to know rather than what they would like to hear”*
- More than 20 years researching and analysing worldwide markets, with a focus on Europe and North America; topics range from market dynamics to business planning to acquisition targeting
- Exceptional knowledge and contacts in clients’ target markets – food, dietary supplements, animal feed and pet food, cosmetics and pharmaceuticals
- The people you meet are the people who do the work – we are educated up to PhD level with around 200 years of combined commercial experience
- Realistic commercial guidance obtained from the synergy of business experience and a deep understanding of the science and technology involved
- In-house business development tools applicable to strategic analysis and planning
- A cosmopolitan and multicultural team, fluent in several languages, who understand both local cultural nuances and the differences in business style
- 70% of our work is commissioned by previous clients; our clients are medium to large sized, reputable companies in a variety of business sectors

DELIVERABLES

- Actionable business recommendations tailored to clients’ specific needs
- Sound expert advice that is impartial, unbiased and cost effective
- Transparent methodology, incisive and informed analysis, comprehensive executive summary and detailed contact reports
- Reports and advice that allow you to make informed strategic decisions, in order to save money, avoid pitfalls and focus resources
- Interactive business analytical tools developed by CPL for our clients’ use



STRATEGIES TO GROW YOUR BUSINESS

“THROUGHOUT OUR LONG-STANDING RELATIONSHIP, THE CPL TEAM HAS PROVIDED US WITH VALUABLE MARKET INSIGHTS BASED ON THEIR COMMERCIAL EXPERIENCE AND TECHNICAL UNDERSTANDING.”

Director of Scientific Affairs,
Danisco Sweeteners, UK/Denmark

OUR CLIENTS BENEFIT FROM OUR EXPERIENCE

BUSINESS

OUR BUSINESS DEVELOPMENT AND MARKET SECTOR EXPERIENCE

BUSINESS DEVELOPMENT ACTIVITY		MARKET SECTORS	
Market Analysis	✓✓✓	Food Ingredients	✓✓✓
Market Strategy	✓✓✓	Health Food Ingredients	✓✓✓
Technology Analysis	✓✓✓	Dietary Supplements	✓✓✓
Opportunity Studies	✓✓✓	Agriculture	✓✓
Business Partnerships	✓✓✓	Animal Feed	✓✓
Technology Trends	✓✓✓	Biotechnology	✓✓
Acquisition Targeting	✓✓	Petfood	✓✓
Business Plans	✓✓	Infant formula	✓✓
Corporate Strategy	✓✓	Fine Chemicals	✓
Technology Transfer	✓✓	Personal Care	✓
Due Diligence	✓✓	Home Care	✓
Product Strategy	✓	Pharmaceuticals	✓
Implementation Support	✓	Cosmetics	✓

OUR BUSINESS DEVELOPMENT TOOLS

CPL has developed its own tools over a long period of time including the:

- Cost-Elasticity Retail Model (CERM) for ingredients
- Non-Parametric Analysis Model for Acquisition/Partnership Screening (NAMAP)
- Non-Parametric Analysis Model for Opportunity Screening (NAMO) often leading to Green/Red/Amber Business Model (GRAB) for Acquisition/Partnership/Opportunity Screening

