

FRUIT COMPOUNDS BUSINESS

STRATEGIES TO GROW YOUR BUSINESS

Prepared by:

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In this case study, a fruit and vegetable ingredients supplier engaged CPL Business Consultants to examine the fruit compounds business as part of its growth strategy. The client subsequently entered the business and has become a major player in this sector.

The purpose of this study was to assist the client in determining a market entry strategy for the fruit compounds business. The study detailed the market, market trends, and Key Success Factors in terms of product and customer support and made a number of actionable strategic recommendations.

Fruit Compounds Business

Executive Summary

- Objective and background
- Method
- Principal findings
 - Market
 - Market growth (CAGR)
 - Market Trends
 - Profitability
 - Key Success Factors
 - How to obtain sales
 - Loyalty of present customers
 - How do fruit compounding companies develop?
- Conclusions and Recommendations

Fruit Compounds Markets

- Market Size and Direction e.g.
 - United Kingdom
 - Germany
 - Netherlands
- Yoghurt Production Process
- Ice Cream

Customer Attitudes to Fruit Compound Suppliers

- Voice of Customer Analysis

Contact reports

- Dairy and Ice cream
- Bakery
- Food Retailers
- Fruit Compounders and Suppliers

Please contact CPL Business Consultants for further details of our services.