

OILS AND FATS FOR ANIMAL HEALTH & NUTRITION

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STRATEGIES TO GROW YOUR BUSINESS

TABLE OF CONTENTS

OILS AND FATS FOR ANIMAL HEALTH & NUTRITION	1
OILS AND FATS FOR ANIMAL HEALTH AND NUTRITION	2
<i>Observations on Acquisition Candidate Company</i>	2
<i>Notes on Competition in Oils and Fats for Animal Health and Nutrition</i>	2
<i>Additional Projects</i>	2

In this case study, a global agricultural commodity company engaged CPL Business Consultants to conduct technical and commercial due diligence on a company specialising in oils and fats for animal health and nutrition. CPL was able to quickly provide a detailed analysis of the company and its products which enabled the client to come to a fair valuation.

CPL supported its client in evaluating a company which specialised in vegetable oil by-products used in animal health and nutrition. The company added value by blending products for specific applications which were supported with data from animal trials. Products included oils and fats, such as specialist fatty acids, Medium Chain Triglycerides (MCT), phospholipids (e.g. lecithin) as well as phytogetic components.

CPL began by conducting a short reputation audit, by interviewing experts in its extensive network. Then, CPL assessed the following aspects of the business plan:

- Product Pipeline and Technical Capabilities
- Evaluation of Trials Data and Marketing Materials
- Product Portfolio and Growth Potential
- Product Pricing
- Markets and Competitors

CPL carried out a comprehensive assessment of the company's products, providing information on its strengths and the different product ranges. The company's historic portfolio was also included for reference. Furthermore, CPL compiled information on the markets and competitive landscape, including the general market, the candidate business's positioning within these markets, and details on the key competitor companies.

Although the client did not proceed to the final round of this process, they were impressed by CPL's expertise and capabilities and subsequently engaged CPL to carry out the commercial and technical due diligence for a successful transformative acquisition in food ingredients.

An outline of the report is provided on the following page.

OILS AND FATS FOR ANIMAL HEALTH AND NUTRITION

Observations on Acquisition Candidate Company

- New Product Development
- Product Portfolio
- Pricing
- Markets
- Historic Portfolio
- Overall View and Conclusions

Notes on Competition in Oils and Fats for Animal Health and Nutrition

- Feed fats and the relationship with meat quality
- General market
- Candidate company's range
- Experienced providers in carrier solutions

Additional Projects

In addition to this project on oils and fats for animal health and nutrition, CPL has worked on other due diligence projects in the animal feed sector e.g. [Animal Feed Additives Due Diligence](#), [Compound Animal Feed Due Diligence](#), and [Fish Protein Hydrolysate Products Company Due Diligence](#). Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).