

SLOW RELEASE FERTILISERS MARKET

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STRATEGIES TO GROW YOUR BUSINESS



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In this case study a leading global fertilisers company engaged CPL Business Consultants to investigate the market for slow release fertilisers in high value applications such as turf. CPL provided a detailed report with recommendations for its growth strategy.

The objective of the study was to assist a client in focussing its strategy in the professional turf market for fertilisers, especially slow release fertilisers. The target sectors were high-value turf and especially golf courses. The study aimed to understand the market and market trends for professional turf fertilisers in a number of countries. Where possible, we also identified potential distributors. The study provided a more detailed understanding of the UK situation including 'barriers to entry' and 'key success factors'.

SLOW RELEASE FERTILISERS MARKET

Turf and Slow Release Fertiliser

- Turf
- SRF
- Advantages and disadvantages of using SRF in a professional turf environment

SRF Markets

United Kingdom

- The use of SRF in individual sports
 - Golf
 - Bowling
 - Football
 - Lawn tennis
 - Cricket
 - Other sports
- Marketing of SRF – UK case study
- Typical product range
- Selling techniques
- Product literature
- Review of professional turf brochures
- Selecting a UK distributor

Other Slow Release Fertiliser Markets

- France
- Spain
- Sweden
- Australia
- South Africa
- Morocco / Tunisia
- South America
- Japan
- Malaysia
- Indonesia
- Singapore / Hong Kong
- Thailand

Contact Reports

UK Slow Release Fertiliser Products

[CPL Business Consultants](#) has worked on a large number of plant nutrition projects which can be found on this site. Two examples are [genetic engineering and water utilisation](#), [plant nutrition technology opportunities](#) and [plant nutrition innovation](#). CPL has also completed a more recent study on fertilisers and composting in the organic markets of North America. Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).