



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 30 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,
Global Ingredients Company, 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

ACQUISITION DUE DILIGENCE

An international investment bank asked CPL to act as industry experts in the acquisition of a company in the agricultural (animal feeds) sector. We analysed the business plan projections of each product line for each business unit and compared them to market trends, market growth rates and competitor benchmarks. CPL was able to provide information which was used to sensitise the business plan projections.

Outcome: *"CPL's insight and expertise enabled us to make the acquisition in a way that was both fair to the company and made good financial sense."*

MARKET ANALYSIS AND PRODUCT STRATEGY

A European food ingredient company had developed an ingredient with potential in the functional food market. We analysed the market for ingredients with similar properties; we found high barriers to entry and concluded that the cost of production needed to be lower to compete successfully.

Outcome: *"CPL has saved us money and time and allowed us to focus resources in areas of greater opportunity."*

MARKETING STRATEGY FOR TECHNOLOGY TRANSFER

A European plant biotechnology company wanted to enter new markets with its proprietary technology. We produced a comprehensive report on the fermentation sector that identified opportunities and contained details of potential partners. We then helped the company develop an effective marketing strategy.

Outcome: *"Based on the recommendations of CPL we are now successfully developing partnerships in a new business sector."*

TECHNOLOGY ANALYSIS AND PRODUCT STRATEGY

A dairy ingredient company planned to invest in a collaboration with a US biotechnology company to replace a common dairy ingredient. We reviewed the company and its technology, competing technologies and the market acceptability of the current and alternative products. We concluded that other approaches might be more fruitful for the client.

Outcome: *"CPL's ability to understand complex technology and willingness to tell the unvarnished truth helped us make a prompt and cost-effective decision."*

CPL EXECUTIVE SEARCH

CPL Executive Search identifies and recruits senior commercial and technical people for the life science industries such as food and drinks, pharmaceuticals, personal and home care, medical devices and speciality chemicals. Searches are mostly throughout Europe and frequently global.



CPL BUSINESS CONSULTANTS

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