

## The Client

*Among the largest food ingredients manufacturer in India*

*Owner managed business supported by professionals at all levels*

## Business Driver

*Entry into new industry  
Similarity of processes with existing business*

## Engagement

### Client Standing

- Trial batch production facility available for product for new industry
- Trial production carried out to determine competency
- Advise sought for viability of further investment for entry into new industry

### Our Process

- Gathered current market statistics for industry
- Identified major players, products with high demand, and largest markets
- Interacted with industry veterans for regulatory framework
- Projected growth trend for industry
- Analysed optimal entry method in industry i.e. 'greenfield' vs. 'brownfield'
- Estimated required investment
- Based on certain limits set by client, advised on investment decision

## Benefits

- Client was able to make an informed strategic investment decision