

Conduct a Strategy workshop for a company in the milling sector



Task

A company from the mill industry would like to evaluate the "functional additives" and "contract manufacturing" spaces for the food industry.

A location determination and an evaluation of the business plan should be done.

Objective

Objective of the workshop is the long-term assurance that the two business segments "functional additives" and "contract manufacturing" are viable.

In addition, a review and revision of the current business strategy should be conducted.

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Methods

- ◆ Conduct a multi-day strategy workshop headed and moderated by Spiegel & Team Consult.
- ◆ Prepare by researching the current market conditions, performing a competitor analysis as well as a review of the customer needs for functional additives in food production.
- ◆ Adapt the company portfolio to the actual needs of the customers to ensure a long term success of functional additives for the food contractor industry.
- ◆ For “contract manufacturing” match the actual needs of the customers with the company’s abilities in order to formulate a more targeted orientation of the offer.

Result

The business plan was revised and the business fields were reorganized in accordance with the developed strategy.