

Research of related technologies for expanding the portfolio and evaluation of these technologies for a mechanical engineer (Track & Trace)



Task

A major engineering company wants to grow in a related business area to its current portfolio (since the own sales staff can also sell this) by an acquisition. This should be in the packaging sector, especially for pharmaceutical / cosmetics / food and other consumer goods.

Objective

An above-average growing and promising industry segment should be found. Because the tracing of produced consumer goods becomes more and more important in respect of a 100 per cent quality policy and particularly with regard to faked packaging, the focus of the search laid on the track & trace technology.

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Methods

- ◆ Market survey / identification of appropriate segments through Internet investigations and telephone and personal interviews.
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- ◆ For personal conversations several trade fairs in Europe were visited. During the visits a picture of different technologies could be created directly. It has been proven that an engineer conducted the interview. Therefore they could take place at a high professional level.

Result

A report with a number of appropriate companies was created, which included the presentation of balance sheets, the technology, the evaluation of these technologies and the projected growth opportunities in this technology.

The growth in the selected area of the Track & Trace technology has now occurred. Four out of five companies proposed were either purchased by the client or other corporate conglomerates.