

CIS Case Studies:

Competitor Profiling – Key US Competitor, Food & Beverage

Benefit to Client:

Thorough and in-depth understanding of a new competitive threat in the US market generated by a multi-million USD acquisition within the client's sector. Detailed intelligence on challenges for company integration and future strategy in key US market.

Client Need:

Our client required a better understanding of the logic for the acquisition as well as future strategy for the key brand acquired.

Approach:

CIS conducted an in-depth analysis of both the acquiring company and the key brand acquired, by covering the following:

- Organization structure/regional reporting lines
- Distribution structure
- Internal pressures driving acquisition
- Factors affecting company synergies
- Key brand strengths and weaknesses
- Investment plans
- Target markets
- Growth ambitions
- Tangible goals
- Future strategy

Methodology: Secondary intelligence gathering, telephone-based primary intelligence gathering, competitor analysis, Strategic SWOT, Four Corners, 'So What' Analysis

Solution:

Utilizing the intelligence gathered, CIS was able to provide the client with recommendations and conclusions with regards to:

- Key local markets targeted by the brand
- Competitor decision-making process regarding future brand strategy
- Future advertising strategy for key brand
- Key areas of competitive threat linked to possible brand synergies
- Timeline for brand integration and future expansion

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