

CIS Case Studies:

Manufacturing Cost Analysis – USA, Food & Beverage

Benefit to Client:

Evidence-based P&L for two competitors' products within a specific market segment.

Client Need:

Our client required better insight into the cost structures of two competitors in a specific product category.

Approach:

CIS conducted a detailed analysis of the competitors' operating models including:

- Organizational structure
- Financial performance
- Manufacturing and sourcing structure
- Ingredient/conversion costs
- Margin strategies (internal and retail)
- Distribution and channel strategies
- Marketing strategies
- Growth strategies

Methodology: Secondary intelligence gathering, telephone-based primary intelligence gathering and local area and site visits, P&L analysis

Solution:

Utilizing the intelligence gathered, CIS was able to provide the client with analyzes of product and site-specific manufacturing, marketing, sales and technical costs. The program output included:

- Profit and Loss statements for the targeted product line
- Detailed understanding of the competitor's revenues and cost structures
- Granular and validated intelligence from deep within the competitor manufacturing location

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