

## **CIS Case Studies: Profitability Analysis – Global Competitor, Food & Beverage**

### **Benefit to Client:**

Better understanding of a key competitor's global profitability in terms of profit pools and underperforming countries. Understanding of distribution and supply chain structure and costs in a major market.

### **Client Need:**

Our client was looking to gain a thorough understanding of its #1 competitor's profitability for a specific product category globally.

### **Approach:**

CIS conducted an in-depth analysis of the competitor's:

- Global P&L for a specific product category
- Key country P&L
- Profit pools and underperforming countries and regions
- Pricing & margins
- Supply chain structure and costs

*Methodology:* Secondary intelligence gathering, telephone-based primary intelligence gathering, profitability analysis

### **Solution:**

Utilizing the intelligence gathered, CIS was able to provide a robust assessment of the competitor in terms of:

- P&L for key countries for a specific product
- Regional profit pools
- Regional and local pricing strategy
- Local market share
- Key locations for manufacture and distribution of the product
- Competitor future strategy

For more information about CIS' services please contact us at one of our global offices:

#### **Global HQ: European Office**

London, UK  
+44 20 8832 7905  
[europe@cianalysis.com](mailto:europe@cianalysis.com)

#### **US HQ: East Coast US Office**

New Jersey, US  
+1 973-440-6906  
[us@cianalysis.com](mailto:us@cianalysis.com)

#### **Asia Office**

Beijing, China  
+86 10 65 62 90 95  
[asia@cianalysis.com](mailto:asia@cianalysis.com)