

Client overview

An established manufacturer was seeking to increase their product offering by offering bio-based ingredients to their existing clients, responding to the ever-increasing drive to use more sustainable and 'green' chemistry.

Whilst the client was already developing new products and associated production technology, they wished to accelerate this activity by partnering with appropriate companies or acquiring production capabilities, which could also facilitate their wish to expand into new geographical markets. They therefore wished to understand the global landscape of companies with appropriate portfolios of bio-based ingredients and green chemistry platforms, in addition to their access to the markets of interest.



The search

SAL conducted a 2 stage process, first working to identify companies active in the production of appropriate ingredients and gathered summary corporate, sales and technical information in addition to quantitative data (where available) on production capabilities. Following client feedback on the priority targets, SAL carried out a qualitative prioritisation to highlight those most relevant to meet the client's requirements – each company was classified to determine fit against geographical reach, scale and breadth of offerings, size and potential scalability. This analysis allowed SAL to provide a refined list of companies that were individually profiled for the client. The second stage of the search followed a review by the client to identify a short list of companies for which SAL used both secondary and primary research skills, to gain further product, manufacturing and commercial information, engaging directly with the companies (in local language) to verify their capabilities. SAL again conducted a qualitative review providing the client with company and market insights to inform next steps.

Outcome

Over **100 companies were summarised by SAL** and classified against the client's criteria in an Excel format, with **14 companies individually profiled** in a PowerPoint format

Detailed insights on the 14 companies were provided in an Excel format with accompanying interview data and secondary research, in addition to SAL's recommendations

"...really like the structure and logic of your outputs..."

"...your approach was very well received and the insights valuable..."