

Client overview

The client, a consumer goods company, was interested in collaborating with companies that supply household goods and wished to identify the leaders in each category. Strategic Allies Ltd (SAL) conducted partner searches to find companies in particular sectors that fitted the client's requirements in terms of brand presence.

The client was interested in suppliers of specific household products that were available from major US retailers. They wanted to know more about the companies in each market including company revenues, business models, product brands, recent product launches and the US stores that stock their products.



The search

SAL searched for companies that fitted the client's specifications. Products of interest were identified from US retailers and relevant product brands were downloaded and analysed. The companies supplying these branded products were found and these lists were cross-referenced with information from product review websites / trade press to validate SAL's research.

Further research from company databases and online resources was used to uncover more detailed information about the companies manufacturing/supplying the products, to understand their revenues, capabilities and business models. SAL also identified whether the companies had recently launched products in specific categories and the claims they made about the products. SAL provided an extensive excel document, providing the client with data summarising the products, brands and companies behind them for each product category of interest. SAL provided a summary slide deck of their findings, including insights about each product market and SAL's recommendations on companies that the client might potentially approach about future collaborations.

Outcome

SAL researched **four categories of household product** and provided lists of **221 product brands** together with **profiles of 56 of the leading companies** that supply those products in the USA

The client decided to spend some time reviewing SAL's findings in order to decide the best way forward and before reaching out to potential collaborators.

"...SAL's work was aligned with the project briefing and the criteria provided..."

"We need to decide our tactics when reaching out to companies, and our communication strategy"