



Opportunity Assessment for Sustainability Strategies

Case Study

Case study: Opportunity Assessment for Sustainability Strategies

Client	A leading multinational food and beverage player
Industry	Food & Beverage
Products	RTE manufacturing processes & logistics

Context

- Client was interested in identifying trends related to cost-effective sustainability approaches for FMCG manufacturing processes & logistics.
- Client wanted to identify technologies that can help improve the efficiency of operations and improve output (either in the form of higher-quality products or regarding a by-product which can be re-used or reduced).

Key Business Questions

- Which are **innovative solutions** for sustainability approaches for **FMCG manufacturing & logistics**?
- Which **technologies** can potentially improve **cost-efficiency** and **side stream reduction** in the domain?
- Which are the **upcoming entities** with improved sustainability approaches?
- What are the **strategies** adopted by the companies for end product quality improvement?

Engagement Scope

1

Technology / Solutions / Approaches Landscape

- Which are the **trending or innovative solutions** for sustainability approaches for FMCG manufacturing & logistics?
- Which **technologies** have the potential to improve the cost-efficiency and side stream reduction in the domain?
- What are the **whitespaces** that can be utilized to improve cost or resource efficiency of manufacturing processes & logistics?
- What are the **market opportunities** in sustainable manufacturing and logistics?
- What are some of the **key initiatives** taken by FMCG companies with regards to sustainable manufacturing?

2

Comparative Analysis & Impact Assessment

- Which are the **best technologies** for implementation in the short, medium and long term?
- What is the **time taken** for implementing the technology with existing operations?
- What will be the **cost-optimization** and **impact of adoption** of the technology ?
- Which technology/solution is **most apt** for improving existing manufacturing process flow ?

3

Strategy Roadmap Analysis

- Are there any **possible technology synergies** for achieving efficient process optimizations ?
- What might be the **time and cost associated** with implementing the technology ?
- Who are the providers of **solutions and service** and are there any possibilities for collaborating/partnering?
- Which of the Client's current systems could be **targeted** first for cost optimization?

Case study: Opportunity Assessment for Sustainability Strategies

Research Methodology

Desk Research

- Desk research to identify entities undertaking sustainability approaches and their respective technologies.
- Commercial databases - Euromonitor, Mintel, Bloomberg, Factiva, etc. and other sources - market reports, research papers, technology portals, etc. to identify and understand different entities and technologies.

Voice of the industry (Expert Consultations)

- Expert consultations to understand consumer preferences, evolving trends, popular brands
- Experts consulted were from the industry with 10+ years of experience.

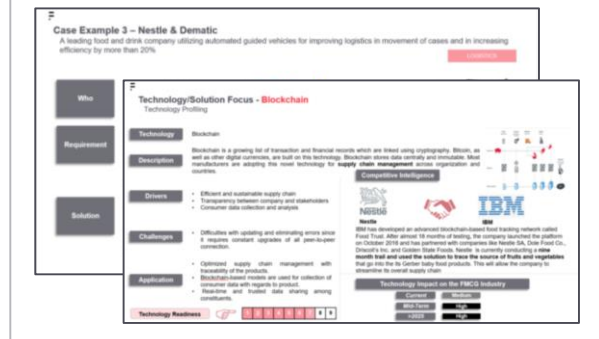
Benefits to Client

- The Client got detailed understanding on **sustainability-related technologies/solutions** for manufacturing & logistics identified from different industries – **FMCG, F&B and other industries**.
- The study output helped the Client to **assess competition** and provided **indicative cost analysis** for the technologies.
- Also the Client got **potential partners** selected for technology/solutions, after **assessment of strategies** implemented by FMCG companies, startups and academia and **identification of blind spots** for market opportunities to strengthen its portfolio.

Sample Analysis

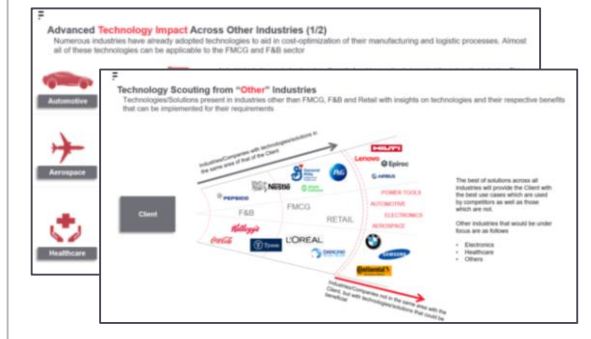
1

Technology / Solutions / Approaches Landscape



2

Comparative Analysis & Impact Assessment



3

Strategy Roadmap Analysis



Thank you

North America

55 Madison Ave, Suite 400
Morristown, NJ 07960
USA
T: +1 212 835 1590

Europe

328-334 Graadt van Roggenweg
4th Floor, Utrecht, 3531 AH
Netherlands
T: +31 30 298 2108

United Kingdom

5 Chancery Lane
London EC4A 1BL
United Kingdom
T: +44 207 406 7548

Asia Pacific

Millennium Business Park
Sector 3, Building # 4, Mahape
Navi Mumbai 400 710
India
T: +91 22 6772 5700