



CLIENT STORY | GROWTH STRATEGY FOR A MID SIZED FOODS COMPANY

Region :
 INDIA

Consulting Services :
 GROWTH STRATEGY

CLIENT SITUATION

- The client – a major South Indian pickle and packaged food manufacturer – wanted Avalon's support in developing a growth strategy to target revenues of Rs1000 Cr in the next 5 years. At the same time a goal was given to maximise the company's PAT, trying to lift it from under 5% up to 10%

OUR APPROACH

- Full review of current sales forecasts by category versus real market trends researched for each
- Analysis of the potential for client products not currently being achieved by district and state using market potential value analysis
- Research of all potential new categories for market entry, followed by filtration of a short list by market attractiveness and match with current client capabilities, and development of business models and investment schedules for each
- Full review of the clients costing calculations to develop a real view of profitability by product line in order to assess the real value to the client of each of its current products
- Review of current management financial planning and control systems culminating in recommendations for changes to allow better strategic decision making
- Putting together a business plan and implementation schedule for achieving business goals

OUR RECOMMENDATION/ IMPACT

- Five year business plan developed with client management which details potential revenues and profits by category and investment required to achieve them provides clear visibility on milestones to be achieved and responsibility allocation
- Business models of proposed new categories for market entry have been detailed and are under implementation
- Check list of quick wins to immediately impact bottom line have led to significant structural cost reduction