

FSC

Client Story » Competitive Intelligence

Navigating the competitive landscape in the F&F sector



First Step Consulting®

Client

We worked with a world-renowned manufacturer of flavours and fragrances. The firm's annual revenue is in excess of £100 million.

Situation

For over a century, the client has been developing and supplying an expansive range of ingredients that are used in countless food, beverage, personal care and household products across the globe.

Our consultants completed multiple projects with this long-standing client over the years. This time we were engaged to help the company systematically analyse major players in the flavours and fragrances (F&F) sector and counter competitive threats.



Action

We initially had to identify the main competitors of this firm. In cooperation with the client, we agreed on the research approach and produced a list of thirty nine direct competitors.

Our consulting team analysed the growth plans, resources, distinctive capabilities, products, services, financial performance, R&D investments, customers, suppliers, M&A activities, sustainability efforts and corporate structure of these companies. The impact of the COVID-19 pandemic on the competitors was also considered. There were periodic project update meetings with the client team in the process.

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Action

More than twenty exclusive business databases and thousands of publicly-accessible materials, ranging from company accounts to investor presentations to industry magazines, were used to collect a plethora of information on the selected competitors.

Moving forward, we worked diligently to reveal and discuss emerging trends, best practices and growth opportunities in the sector based on our research.



Result

It took a great deal of effort to put all our findings together. The result is a 350-page report, which includes a summary of our key observations in a simple table format and a list of recommendations.

We presented our work to the Chief Financial Officer and a group of senior executives. The client wrote that the level of detail in our report is fantastic and this is just what they needed. Our team continues to maintain a good relationship with the company.



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Contact

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have any questions.

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