

**25%**  
Of Time  
Savings

**300+**  
Hours of Work  
Delivered

## Consumer Goods Corporate Support

### Client Challenges

- The client is one of the leading UK based packaged food company
- The client was looking for business expansion opportunities in its newly launched brand of instant noodles
- The client needed support for curating expansion strategy exploring opportunities in APAC market.

### Our Method

- Identified competition in the product category, and established value chain across distributors, brands, and organized retailers
- Conducted consumer survey for market assessment, identifying growth potential and consumer consumption behaviour
- Estimated potential market size, comparing top players, and projecting growth across markets
- Designed geographical expansion strategy in consultation with the client

### Impact Delivered

- Our detailed research on distributors and channel partners, helped client to develop distribution strategy
- Identifying competition and market potential across segments, aided in quick decision making
- Our experts developed quick go-to-market strategy and reduced response time and cost at client's end.

