



I have been a strategy advisory consultant for over two decades, working with TCS, PwC, KPMG, GE Capital and Accenture.

I help clients develop growth strategy through new products/services and market entry initiatives; and execute through change management and program management.

# **BUSINESS CASE CREATION OMAN SPICE OLEORESIN PROJECT**

## **Client Description**

The client was a large Omani family investment firm wishing to invest in a high –technology spice oleoresin extraction project in Oman.

## **Process**

Meetings with project promoters to understand the usage and characteristics of the spice extract, capital expenses and operating costs, feedstock availability, capacity utilization and customer purchase agreements in place.  
Secondary research to chart international oleoresin prices, key customer profiles, and broad commercial terms in vogue.

## **Issue/Need**

While the technology assessment had been completed, a business case needed to be created to understand the potential returns and possible risks.

## **Deliverables**

The coverage involved the development of a business model, financial projections and a sensitivity analysis, a SWOT and the identification of risk factors with an estimate of their impact on returns.