



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.

STRATEGIC BUSINESS REVIEW

MNC PHARMACEUTICAL AND FOODS MANUFACTURER.

Client Description

The client was a Swiss global multinational producing chemicals, pharmaceuticals and OTC health products. The company had a long history in India, with a premium brand in the OTC nutrition products space.

Process

The review looked at the entire portfolio of fortified breads, nutrition biscuits and sweets in terms of:

- Market Overview
- Operations
- Future outlook
- CSFs for a new entrant
- Outlook for client

Issue/Need

The emergence of local competitors with better access to manufacturing made it necessary for the client to review its portfolio and identify priority products for the future.

Deliverables

- Product basket redesign