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	F&B		What is Food & Beverage fortification
	1- You can search for beverage, cereal, milk on the website	In today's world most food and beverage brands are getting into this trend of fortification. Your Bambino pasta is fortified with Vit D3 and Zinc. Many milk brands are also fortified with vitamins. Fortified means strengthened	Brands add these vitamins or value adding raw materials into their product to make their products stronger. Consumer like fortified products because they need not consume Vit D3 separately. They can get it with their pasta itself.
	2- You can check the products section and about us section, for these words		So the food and beverage brands who are promising health and nutrition to their consumers could be prospects for UBL. Even if they are not mentioning health and nutrition, we could take a shot , however chances are likely to be low. Having said that, we can consider reaching out to every F&B brand.
	3- If you search all over the website, you may get junk results. (They have mentioned milk on the website even though they dont sell milk. they may have just mentioned that their products are made out of milk)		
	Manufacturer		Who is a manufacturer
	1- A manufacturer talks about their plant on the website. They would talk about their production capacity. This helps in concluding that the company is a manufacturer	A company which is a production plant to produce finished products. Your medicines, chocolates, cold drinks are all produced by manufacturers.	
	2- A manufacturer may also talk about plant certifications and quality of production	These manufacturers are regulated by the government for quality. Their plants go through various certifications and audits. Manufacturers tend to describe their certifications and accreditations on their website. This is one way to identify a manufacturer	
	3- You can check if they work with the dosage forms: Oral Suspension, Capsule, Tablet, Sachet, if they work in these health segments: Womens Health, Gut Health, Cognitive Health	Not all manufacturers may be interested in our products. If they are producing injections, they may not need probiotics. So we check their dosage forms and health segments. What is dosage form- the same paracetamol can given as a tablet or as an injection. These are different formats of delivering a medicine	
	Brand		Who is a brand
	1- A brand would have their products and maybe prices mentioned on the website	An organization that sells to the end consumer is a brand. These organizations are popular and people buy products with their brand name. Example: ITC, Unilever, Cadburys	
	2- They would have detailed description of products to make consumers trust their products	The websites of brands are different from that of contract manufacturers (the manufacturers with a brand are contract manufacturers or CMOs- contract manufacturing organization. CMOs don't sell to end consumers, they sell to brands. Example: Cadbury's may get its chocolates manufactured with a local contract manufacturer	
	3- You can check if they work with the dosage forms: Oral Suspension, Capsule, Tablet, Sachet, if they work in these health segments: Womens Health, Gut Health, Cognitive Health	Not all brands may be interested in our client's probiotics. A brand which is selling solutions for digestive health, may want new solutions for digestive health. So we look for brands who are talking of these health segments on their website. Ex: Gelucil (Pfizer) is a well known brand, people ask for Gelucil when they have stomach problems. So we may pitch digestive health solutions to Gelucil.	
	Distributor		Who is a distributor
	1- Distributors sell raw materials to manufacturers.	A manufacturer may find it difficult to go and look for raw materials. They prefer buying from distributors. These distributors procure raw materials from different sources and sell them to manufacturers. Example: Cadburys may need some flavors and sugar. Distributors can provide sugar and flavors to Cadburys (Mondelēz Foods)	
	2- If the distributor is into nutraceuticals or probiotics, it is relevant	Not all distributors may be interested in selling probiotics. The ones who are selling to nutraceutical and pharmaceutical companies may be interested. This is because their end-clients may be interested in buying probiotics from them. Even if they are not interested, we can talk about the probiotics trends in the market and encourage them to start getting into probiotics	
	3- If the distributor is into other raw materials, it is not relevant	However if the distributor is very focussed on algae or herbal extracts or chemical excipients, that's a completely different category. They may not show interest in probiotics	

			Suggestions for Task2
	1		You can write a formula to check if a company is relevant or not
			You can use the flow chart for the formula
	2		You can write a formula to categorize the company into
			F&B or Bulk or Formulation or not relevant
	3		You can write conditional formatting rules to mark
			a cell in red or green based on relevant or not relevant
	4		You can write a scrapper to get the information from the website
			instead of fetching the information manually

	x	Company Name	Website
	1	Nestle	www.nestle.com
	2	Dr. Reddy's Laboratories	www.drreddys.com
	3	Coca	colacompany.com
	4	Pfizer	www.pfizer.com
	5	PepsiCo	www.pepsico.com
	6	Johnson & Johnson	www.jnj.com
	7	Danone	www.danone.com
	8	Bayer	www.bayer.com
	9	General Mills	www.generalmills.com
	10	GlaxoSmithKline (GSK)	www.gsk.com
	11	Kellogg's	www.kelloggs.com
	12	Merck & Co.	www.merck.com
	13	Unilever	www.unilever.com
	14	Roche	www.roche.com
	15	Nestle Waters	www.nestlewaters.com
	16	Sanofi	www.sanofi.com
	17	Mondelez International	www.mondelezinternational.com
	18	Novartis	www.novartis.com
	19	Kraft Heinz	www.kraftheinzcompany.com
	20	Eli Lilly and Company	www.lilly.com
	21	Tyson Foods	www.tysonfoods.com
	22	Teva Pharmaceuticals	www.tevapharm.com
	23	Mars, Incorporated	www.mars.com
	24	AbbVie	www.abbvie.com
	25	Campbell Soup Company	www.campbellsoupcompany.com
	26	Amgen	www.amgen.com
	27	Conagra Brands	www.conagrabrands.com
	28	AstraZeneca	www.astrazeneca.com
	29	Molson Coors	www.molsoncoors.com
	30	Boehringer Ingelheim	www.boehringeringelheim.com
	31	AB InBev	www.abinbev.com
	32	BASF	www.basf.com
	33	Diageo	www.diageo.com
	34	Procter & Gamble (P&G)	www.pg.com
	35	Heineken	www.theheinekencompany.com
	36	Medtronic	www.medtronic.com
	37	McKesson	www.mckesson.com
	38	AmerisourceBergen	www.amerisourcebergen.com
	39	Cardinal Health	www.cardinalhealth.com
	40	Medline Industries	www.medline.com