

Identified requirements and ChemicalCo in Asia carton packaging market

Client context

- One of the **top food/beverage carton packaging companies** based in Europe
- Considered **Asia market entry**; **approached by three Asian carton manufacturers** regarding a **potential strategic partnership**
- To develop a strategy and tactics for negotiating with these, required to **understand the aseptic carton packaging market at a deeper level**

Approach

- **Assessed business archetypes** exist in Japan carton packaging market
- **Identified requirements and ChemicalCo** to win the market
 - “Table stake”: Meeting industry standards in aseptic filling ...
 - “Key success factors”: Recycle-friendly product design ...
- Conducted consumer focus group interviews **to test clients’ products vs. competitors existing in the market**



or



??

Impact

- Decided on one of three Asian carton manufacturers to proceed strategic partnership
- On-going discussion with partner to potential JV schemes in Asian market

Client name: X
Team set-up: X
Fees Structure: X

What was unique: X