Wardley Mapping

Projected Outlook for an Artisanal Plant Based Cheese Business

Business Analysis Applications

My initial exploration with Wardley Mapping aim to demonstrate how this strategic visualization technique can be applied to:

- **Market Entry Strategy Development:** Identifying key components at appropriate evolutionary stages
- **Competitive Positioning Analysis:** Determining differentiation opportunities versus commodity components
- **Value Chain Optimization:** Visualizing dependencies and relationships across the business ecosystem

After constructing the Wardley Map for an artisanal plant based cheese business, several strategic insights emerge from analyzing the position and relationships of components. This analysis examines key components according to their evolution stage and strategic implications.

Business Case: Artisanal Plant Based Cheese Business Analysis

Overview

Leveraging my modest experience in cheese production and fermentation techniques, this Wardley Map analyzes the value chain for a hypothetical artisanal plant based cheese business targeting the European market.

Key Strategic Questions

- What components are essential for establishing a sustainable plant based cheese company in Europe?
- How do value chain relationships influence operational strategies?
- Which components require prioritization for market entry?
- Where do differentiation opportunities exist in the competitive plant-based foods market?

Mapping Methodology

Structure and Interpretation

The Wardley Map uses two fundamental axes:

- **Y-axis:** Visibility to consumer
  - Higher = Directly visible to consumers
  - Lower = Invisible infrastructure/capabilities
- **X-axis:** Evolution stage
  - **Genesis (0.0-0.2):** Novel, custom-developed components
  - **Custom (0.2-0.4):** Emerging components with early standardization
  - **Product (0.4-0.7):** Established components with differentiation potential
  - **Commodity (0.7-1.0):** Standardized components with minimal differentiation

Strategic Recommendations

Market Entry Priorities

1. **Differentiated Product Development:** Leverage proprietary fermentation techniques
2. **Brand Narrative Development:** Focus on sustainability and artisanal craftsmanship
3. **Strategic Distribution Partnerships:** Secure market access channels
4. **Regulatory Compliance Framework:** Address food safety requirements proactively

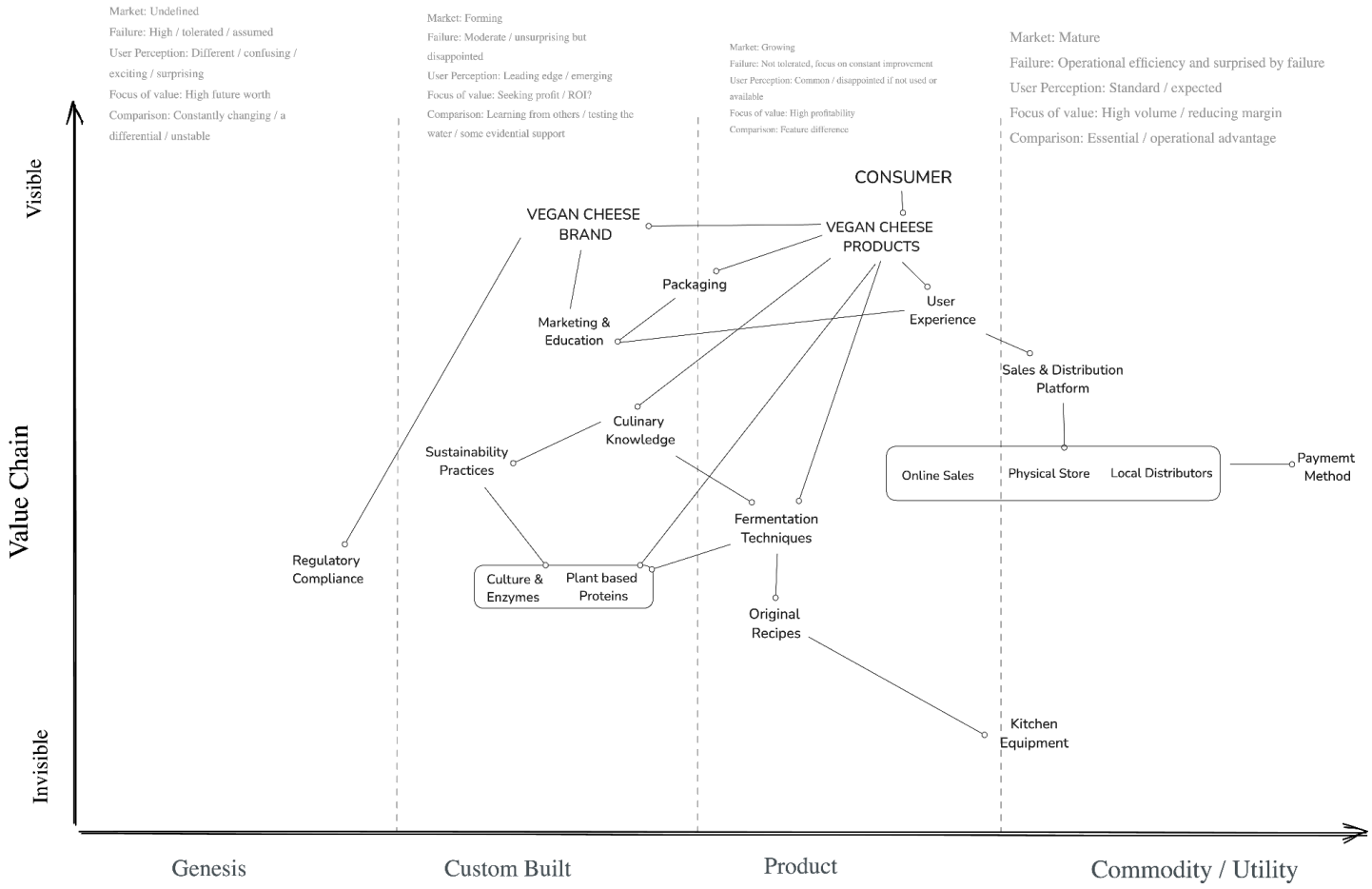
Evolution Strategy

1. **Production Scaling:** Maintain artisanal quality while increasing capacity
2. **Distribution Channel Expansion:** Progress from specialty to mainstream retail
3. **Educational Content Development:** Drive consumer adoption through knowledge
4. **Sustainability Innovation:** Differentiate through environmental practices

Technical Implementation

Excalidraw Implementation

Initial mapping was conducted in Excalidraw to visualize the value chain

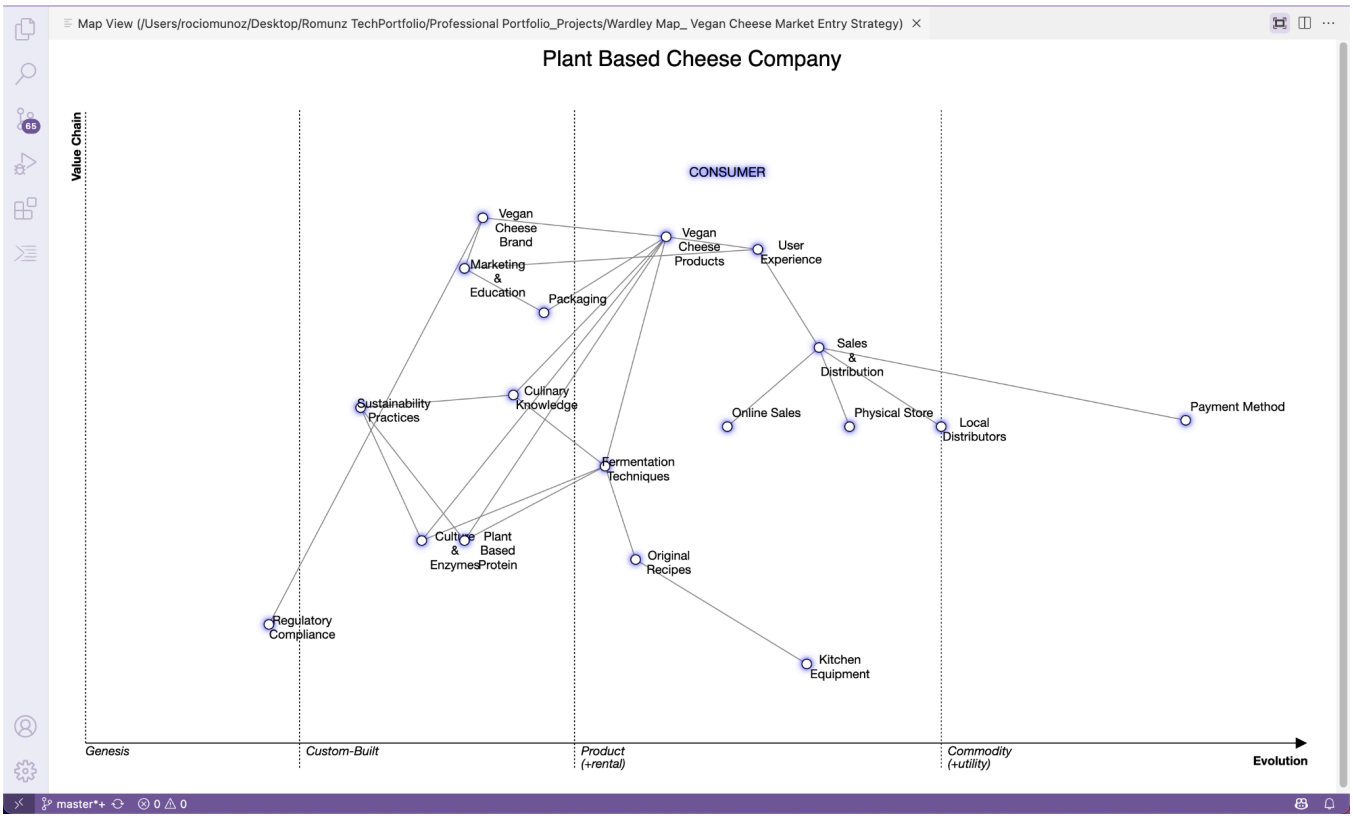


relationships.

Available at: https://excalidraw.com/#json=9PCYo_OwRiUWELVKbwMzC,_ZFbS59FrINzTO45mB0OPg

VSCode Implementation

The finalized map was developed using the Wardley Maps extension in Visual Studio Code.



Component Relationships

The map identifies critical relationships including:

- Consumer dependencies on product quality and experience
- Product dependencies on ingredients, techniques, and knowledge
- Brand dependencies on regulatory compliance and marketing
- Technical dependencies in fermentation and production

// Connections

Consumer->Vegan Cheese Products
Vegan Cheese Products->Vegan Cheese Brand
Vegan Cheese Products->User Experience
Vegan Cheese Products->Plant Based Protein
Vegan Cheese Products->Packaging
Vegan Cheese Products->Fermentation Techniques
Vegan Cheese Products->Culture & Enzymes
Vegan Cheese Products->Culinary Knowledge
Vegan Cheese Brand->Regulatory Compliance
Vegan Cheese Brand->Marketing & Education
User Experience->Sales & Distribution
Sustainability Practices-> Plant Based Protein
Sustainability Practices-> Culture & Enzymes
Sales & Distribution->Physical Store
Sales & Distribution->Online Sales
Sales & Distribution->Local Distributors
Sales & Distribution-> Payment Method
Original Recipes->Kitchen Equipment
Marketing & Education -> User Experience
Marketing & Education -> Packaging
Fermentation Techniques->Original Recipes
Fermentation Techniques->Culture & Enzymes
Fermentation Techniques-> Plant Based Protein
Culinary Knowledge->Sustainability Practices
Culinary Knowledge->Fermentation Techniques

Key Insights

Value Chain Analysis

The map reveals a complex value network where:

1. **Technical Innovation:** Fermentation techniques and culture development represent key differentiation opportunities
2. **Distribution Strategy:** Multiple channels require optimization with varying levels of commoditization
3. **Compliance Complexity:** Regulatory requirements remain in genesis stage, requiring substantial investment
4. **Brand Experience:** Consumer-facing elements cluster in the commodity-product transition zone, indicating need for differentiation

Recommendations

Based on component evolution stages:

1. Invest heavily in **custom components:** Original recipes, culture development
2. Optimize **product-stage components:** Fermentation techniques, distribution channels
3. Build expertise in **genesis components** (0.0-0.2): Regulatory compliance frameworks

Conclusion

This Wardley Map analysis provides strategic clarity for resource allocation, capability development, and competitive positioning in the plant based cheese market. By understanding component evolution and value chain dependencies, entrepreneurs can make data-driven decisions that align with market dynamics and consumer needs.