

# MARKETING REFLECTION DAY

Science Market Regulation

# UBIC

CONSULTING

# 2014



Marketing Development

Strategy Consulting

Partnership searches

Informations systems

## INTRODUCTION

## OBJECTIVES

Brainstorming session on market trends, competitive environment and marketing strategies to implement.

Identify area of improvement and needs for change

Help to develop new strategies

Define tools for change

UBIC is happy to invite you to our “Marketing Reflection Day”

This is primarily intended to be a day of “brainstorming” and focussed thought

The main emphasis will be on a presentation on your market(s) based on the study results and the complementary research. This will serve as the basis for a discussion between our UBIC consultants and the participants from your company. Here the principal aim for all parties will be better to define your company’s position in its markets and to formulate new marketing initiatives.

Together we will review the key factors that determine the strengths/weaknesses of your product or portfolio of products and their performance in the market. This should lead on to a consideration of the structure and evolution of the market, its future threats and/or opportunities and to the formulation of a list of likely/possible developments

## THE MARKET

**Example of the Infant Formula market**

The Infant Formula Market is more than 100 years old, but it is still growing. It is a field of continuous research and a growing market for basic- as well as more sophisticated ingredients.

Globally, the Infant Formula market can be characterized by several factors:

**Potential growth** in emerging countries, but also growth in value in more mature markets such as Japan, the U.S., and Western Europe.

**The gap** between mother's milk and existing formulae is still considered as significant.

**Security of production** is becoming a growing issue as any accident is now largely advertised and has strong emotional and commercial impact with some irrational consequences such as the recall of uncontaminated products.

Nevertheless, for ingredient manufacturers the Infant Formula market is still a push rather than a pull market in terms of new products. The scientific background necessary to bring maximum security leads to a conservative position of infant formula manufacturers.

## FROM REFLECTION TO ACTION

### IDENTIFY NEEDS FOR CHANGE

Discern patterns in the environment

Identify needs for change

Identify area of improvement

- New trends and their impact on the Food Ingredient market
- Trend of spreading vs. a concentration of the sector
- Differences between formulae for different regions
- Market size and -value for different regions
- Specific criteria for each segment:
  - 1<sup>st</sup> & 2<sup>nd</sup> age
  - GUM & specialized formulae
- Most competitive ingredient suppliers
- Key success factors for each region
- Current important nutritional issues

- Define and implement new marketing strategies
- Ideas for new product development and marketing concepts
- Specialization
- Directions for research
- Possible commercial, industrial or research partnerships
- Search for partners in technology for acquisition or licensing
- Key points manufacturer should focus on
- Growth areas for new ingredient development

## AGENDA

**A Summary of presentation of study results**

- Prospective development of the market
- Quantification of the demand in different segments and geographical area
- Analysis of the needs and expectations of manufacturers for each category of ingredient
- Key factors of success

**A Structured discussion lead by two or three consultants from UBIC**

Item to be discussed can be as following:

- Client-supplier relationship
- Competitive environment
- Evaluation of the company's strenght and weaknesses
- Valorisation of your product portfolio
- Valorisation of your know-how and technologies

**The Results**

A clear view on the infant formula market  
Concrete commercial suggestions to develop in this market  
Positioning of your ingredients towards competitive products  
Ideas for new product development and marketing concepts

## METHODOLOGY

**Brainstorming session**



Gathering animators from UBIC and participants from you company.

**Results**

- A clear view of the infant formula market
- Concrete commercial suggestions to develop in this market
- Positioning of your ingredients towards competitive products
- Ideas for new product development and marketing concepts

ORDER FORM 2014

	Cost
Study subscribers	€ 790 per participant with a minimum of 5 participants
Other clients	€ 1090 per participant with a minimum of 5 participants

	COMPANY _____
	Name _____ Position _____
	 _____ _____
	 _____ Date _____
	Signature _____

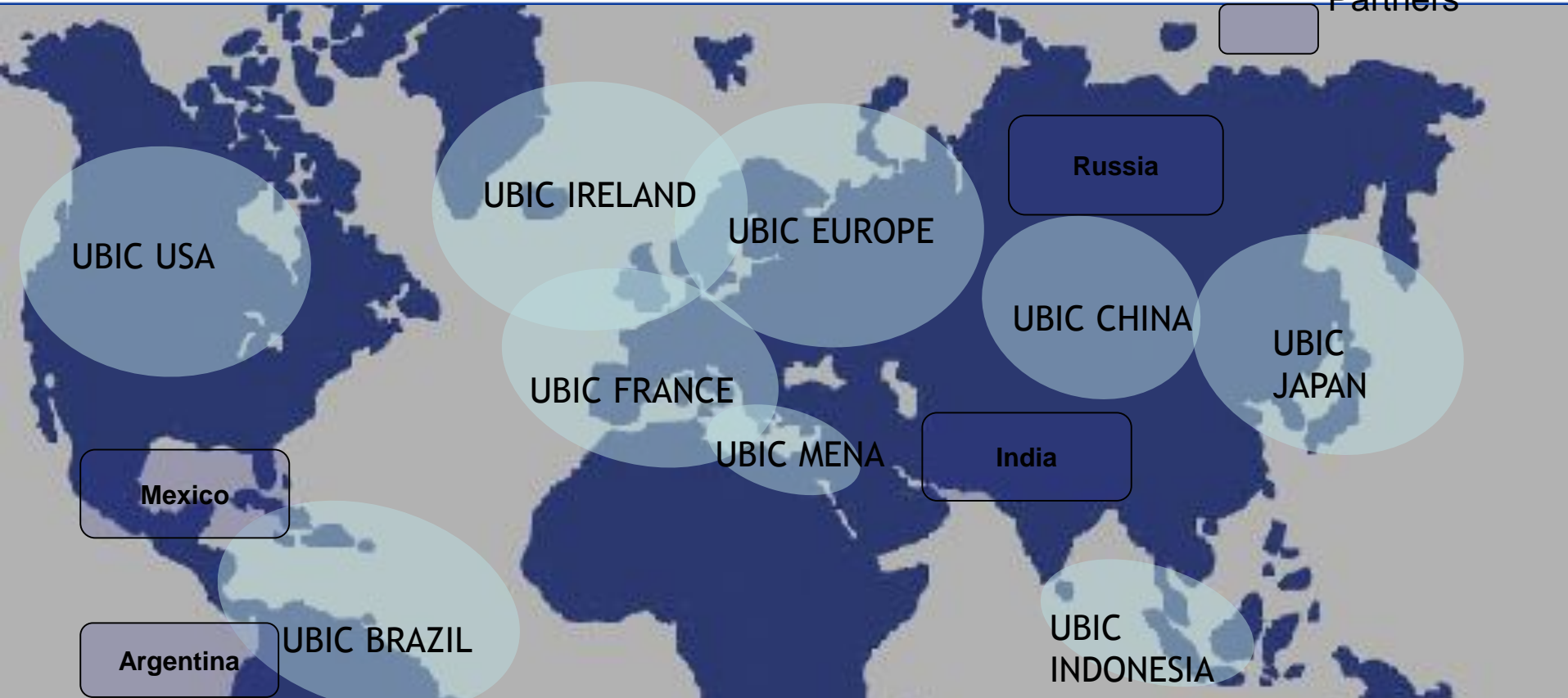
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