

Case Study

Competitive Intelligence of Agrochemical Companies in APAC

CLIENT

A leading agrochemical company engaged Aranca to undertake a competitive intelligence exercise for leading agrochemical companies in select countries in the APAC region.

RESEARCH METHODOLOGY

Desk research, telephonic interviews with 25-30 company representatives.

RESEARCH FRAMEWORK & DELIVERABLES

- **Identification of Companies:** Developing a detailed list of manufacturers and shortlisting select agrochemical companies based on defined shortlisting criteria
- **In-depth profiles covering**
 - Company Overview (products, end-user industries etc)
 - Product/Service Offering Details
 - Geographical coverage including manufacturing plants, R&D centers, branch/sales offices, and warehouses along with recent expansions in the last three years
 - Key Customers & Partnerships
 - Sales and distribution model
 - Financial health and SWOT Analysis
- Strategy analysis covering growth plans and M&A, partnership/ tie-ups and collaborations, if any

SAMPLE ANALYSIS TEMPLATES

SWOT Analysis

STRENGTH

- **Geographical presence:** ABC has an adequate presence across the APAC in terms of support, sales and storage/stock, which enables quick response to the client requirements.

WEAKNESS

- **Distribution network:** ABC manufactures its products in xx and distributes it to other regional office locations i.e. 22 countries . These offices in turn cover 40 markets / regions across the globe.

OPPORTUNITY

- **Manufacturing operations:** ABC has concentrated its manufacturing facilities in XXX. Opportunities exist for shifting / expanding the company's manufacturing operations in emerging markets

THREAT

- **Rapid expansion:** ABC has embarked upon an expansion strategy under which in 2012 it opened offices in Asia, Europe and North American countries. This requires a lot of capital expenditure

Company Attractiveness Matrix

	Production Capacity	Market Share (in %)	Key Clientele	Company Revenue (USD Mn)
Company A	Xx MT	Xx%	Xx	Xx
Company B	Xx MT	Xx%	Xx	Xx
Company C	Xx MT	Xx%	Xx	Xx
Company D	Xx MT	Xx%	xx	Xx