

## **Food & Agriculture Industry Practices**

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### **Case Study 1**

#### **Overview**

Business in India is growing at exponential rates like never before, and so are the trends in business. The traditional ways of doing business are under scrutiny by the management and the same needs to be restructured to keep pace with the market. One of our clients, a leading Biotech company, had worked upon a corporate restructuring plan and wanted an advisor to evaluate it. The client wanted business unit strategy to be implemented across different industry segments that company operated in, in order to derive actual profits earned by different segments.

#### Key project objectives

- ➔ Evaluating business unit strategy vs. demerged company strategy.
- ➔ Taxation aspects in both the scenarios.
- ➔ Common cost allocation to independent business units.
- ➔ Evaluating possibility of activity based costing.
- ➔ Benchmarking report with industry peers on key performance indicators.

#### Bizminder's Solution

- ➔ Developed a comprehensive business unit strategy in an efficient way.
- ➔ Presented management with how activity based costing can be implemented.
- ➔ Derived basis on which common cost can be allocated.
- ➔ A comprehensive benchmarking study with industry peers on various key performance indicators, helping management derive company's business position in the market place.

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### **Case Study 2**

#### **Overview**

Indian food sector is growing at a very fast pace and the technological avenues are being explored by food sector to increase the output at the same time maintain the quality of the product. One of our clients wanted to explore the opportunity of establishing a chain of cold storages and warehouses and further expansion in logistics management in phased manner. For this, they intended to have a detailed market study along with the way phases need to be managed, cost of project, deriving the feasibility and design milestones for the project.

#### Key project objectives

- ➔ To provide complete overview of food storage options in India.
- ➔ To provide various government assistance available.
- ➔ To provide overview of possible long term license agreements with existing players.
- ➔ To provide overview of available options in surrounding areas and demand & supply gap analysis.
- ➔ To prepare complete techno economic feasibility report for management decision making.

#### Bizminder's Solutions

- ➔ Bizminder's team prepared a comprehensive market research report on the food supply management chain in India.
- ➔ Researched on various government assistance available and the requirements.
- ➔ Prepared a techno commercial feasibility report with a concrete business plan and designed phases of implementation.

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