

A close-up photograph of a person's hand in a light blue shirt sleeve pointing their index finger at a white tablet computer. The tablet screen shows a reflection of the hand and a blurred image of a colorful salad. In the background, a glass bowl filled with a fresh salad of red tomatoes, yellow bell peppers, green leafy vegetables, and other ingredients is visible. The overall scene suggests a focus on technology and food.

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We helped our client (an equipment supplier into the food industry) to develop its strategy and understand where it should be playing for future success.

In order to do this we:

- Gathered data on the overall market size and trends within key food application areas
- Landscaped the food ecosystem dynamics relevant to client i.e. key players and relationships
- Mapped the needs and challenges at each stage of the food supply chain as well as mapped competitor offerings
- Leveraged insights gained to inform the development of any future strategy in the food space
- Recommended a go-to-market approach

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