

A close-up photograph of two glasses of iced tea. The glasses are filled with a golden-brown liquid, ice cubes, and lemon slices. Each glass has a green and white striped straw. In the background, there are more lemons and a white surface. The text "leatherhead food research" is overlaid in the top left corner, and "Lift and shift initiatives" is overlaid in the bottom left corner.

leatherhead
food research

Lift and shift initiatives

Lift and shift initiatives

Opportunity

To deliver greater operational efficiencies for an international beverage manufacturer we mapped and contrasted the regulatory landscape for a core target market, across a range of product categories that were less familiar to the organisation.

Approach

The team used the client's helpline allocation to provide a pilot on the market believed to be most restrictive: China, and used this pilot to help frame the next phase of research across a further 6 markets. The experts from Leatherhead clustered the markets into those of similar frameworks and used this information to triage opportunities for lift and shift, creating technical and non-technical deliverables appropriate for various stakeholders. At all stages, the team worked closely with the client lead to ensure the insight reflected the ambition of the business.

Result

The client was able to deliver a key strategic initiative, maintaining their individual focus on the value-add activity of decision making, whilst the market leads remained focussed on managing the existing business. Leatherhead's deliverables (regulatory summaries, spreadsheet, PowerPoint) remain in use.

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