

- Innovative High Barrier Packaging Company

About:

The company has revolutionized the liquid packaging concept in India. They have established a state of the art processes that are completely integrated and conform to the highest international standards.

Issues:

As it has competition from the unorganised sector, pricing and cost analysis is critical for . The management felt there were losses in profits and wanted to have a complete understanding of the business model, costs & pricing structures.

Methodology:

We determined the costing structures, decided on a methodology for competitive pricing and provided a pricing matrix to them.

Impact:

- ❖ We prescribed a better business model mix, which showed a potential saving of 10% - 12% of sales per year.
- ❖ The pricing policy helped them fight the small players and yet make a mark at the premium end. They were able to gain better market share.