

Set Flexible Long-Term R&D Strategy

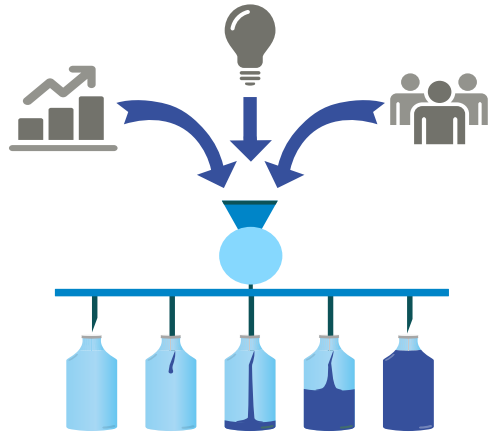


situation



A provider of food packaging solutions needed to set R&D priorities for the next 15 years amid shifts in value chain participation and structure.

approach



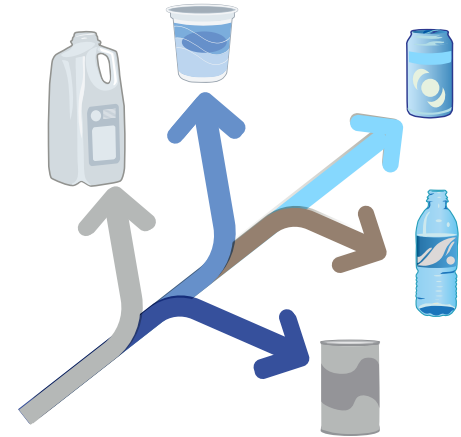
Fuld + Company employed scenario-based strategic planning to examine plausible future conditions that would define how buyers manufactured and packaged food products.

analysis



The approach yielded five plausible scenarios describing market trends and buyer needs in 2030 from which we identified a set of core R&D pathways likely to be resilient in multiple future conditions.

value



Our client was able to set R&D priorities with a high degree of flexibility to pursue a product development strategy that acknowledged and accommodated shifting buyer needs.