

HELPING THE CLIENT UNDERSTAND WHETHER NEW ZEALAND IS POISED TO FILL DEMAND- SUPPLY GAP IN CHINA DAIRY INDUSTRY

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| <p>Objective</p> <p>1. To analyze whether producing dairy products in New Zealand to export to China is feasible and profitable</p> | <p>Sector</p> <p>China and New Zealand Dairy Industry</p> |
| <p>Scope</p> | <ul style="list-style-type: none"> ▪ A sector overview deck was created on China Dairy Industry, with special focus on Demand-Supply Gap in China ▪ A complete ‘cost-chain’ was created to understand the costs at each step from procurement of milk in NZ to delivering the milk to retailer ▪ Different products and different scenarios were taken into account to find the most profitable combination |
| <p>Methodology</p> | <ul style="list-style-type: none"> ▪ Key information regarding China Dairy industry was collected from secondary resources and Investment Banks’ research reports ▪ Key financial information was extracted for existing businesses to understand current business models ▪ Industry experts’ interviews were done to understand the costs involved |
| <p>Result</p> | <ul style="list-style-type: none"> ▪ The report helped the client get an in-depth understanding of China and New Zealand industry. It also helped the client present his proposal to potential investors and partners. |