



CASE STUDY

Entering the North American Cold Chain Monitoring Market



"Ceebron is encouraged to learn that recent regulatory changes in USA have resulted in an exciting and immediate business opportunity- now to capture!- Well done!"

-Don Richardson, CEO & Executive Director, Ceebron Pty Limited

Client Profile

Ceebron is a privately held company based in Sydney, Australia that has developed the Smart-Trace online monitoring solution for the 'perishables' industry. The patent-protected, end-to-end business process consists of proprietary low-cost, disposable temperature monitoring tags, which conveniently provide access to real-time data and actionable alerts about product and asset temperature history, pre-delivery. The solution evidences product temperature compliance for perishable goods up to customer delivery.

The Project

Ceebron engaged Fox Management Consulting (Fox MC) to develop a North American point of entry market strategy and corresponding business plan. The intent was to outline the steps necessary for attaining financial resources to successfully enter and penetrate the North American cold chain temperature monitoring market, specifically the in-transit distribution of foods and temperature sensitive pharmaceutical products.

Recommendations

Based on in-depth industry research and analysis, there is a clear opportunity for the Smart-Trace solution in multiple markets, with meat, convenience food, and pharmaceutical being the most attractive.

The target market for initial entry into the U.S. market should be retail grocery, an opportunity sized at over \$40 million dollars in revenue with the assumption of 5% market share. A focus on gaining support from relevant supermarket executives will stimulate product awareness as they are key influencers in the supply chain.

For growth in the U.S. market, a two pronged approach is recommended. Ceebron should leverage supermarket executives to push back through the cold chain, and once the product is ready for pharmaceuticals, Ceebron should consider partnering with a leading 3PL. Ceebron needs to hire experienced staff to support their expansion efforts. Also, during the critical early stages of expansion, Ceebron should focus on its core competencies and outsource support services through a third party provider.

Results

Since the project concluded, Ceebron intends to use Fox MC's deliverables to present to potential investors and will incorporate knowledge gained from the consulting process into their expansion efforts.