

- ③ **Background:** following the recent acquisition of Gerber in the US, **Nestlé Nutrition** - a world leader in the Baby Food market - wanted to explore the strategic relevance and the market opportunities of certain Baby Feeding Accessories and other related product categories
- ③ **Assignment:** BCS completed a six-week review of the world market for Baby Feeding Accessories and assessed its attractiveness for **Nestlé Nutrition**
 - Performed a wide market research through primary and secondary sources
 - Visited the most important fair of the sector and interviewed key market players and competitors
 - Segmented the market and determined the opportunity per product category and geography
 - Assessed Nestlé's competitive advantages in this area and clarified possible strategic alternatives based on the company's assets and goals
 - Developed future scenarios based on the currently existing options
- ③ **Result:** **Nestlé Nutrition** further explored two different strategic options, which eventually led to the divestment of the relevant assets to another major industry player

