



VENETIA PARTNERS' DUE DILIGENCE RECOMMENDATIONS YIELD \$100M ANNUAL SAVINGS DURING MERGER OF TWO HIGH PROFILE CPG COMPANIES

OVERVIEW

The merger of two Consumer Packaged Goods (CPG) giants created a multitude of global overlaps in operations and technology. Leaders brought in Venetia Partners (VP) for its unique expertise in CPG and complicated global configurations.

CHALLENGE

The joining of the two companies was structured with the goal of significant savings from synergies. However, the overlapping operations and technologies, as well as their strategies, were vastly different. In addition, both companies were engaging major global initiatives when the merger was announced. Leadership had to decide on a set number of global operations to retain based on their capabilities and fit with the new company direction.

OUTCOME

VP's experts thoroughly assessed all global operations and strategies to determine the best practices per country and costs savings. It viewed it all through the new corporate structure with which the company would be moving forward. By establishing relationships with global managers, VP made a scientific exercise of clarifying exactly how and where the companies' capabilities intersected and determined which could be eliminated.

The approach took approximately 7 months and required a lot of internal coordination and communications. VP detailed a thorough plan of action that was immediately enacted, working with leadership teams to justify instrumental decisions that resulted in \$100M annual savings.

RESULTS

Annual Savings =  \$100M

Global Implementation Roadmap

"There was a lot of management overlap at the onset of the merger, and it wasn't always clear who was leading the charge. Venetia Partners navigated this situation, connected our teams and motivated us to all work together."

Chief Growth Officer Testimonial

ABOUT VENETIA PARTNERS

Venetia Partners is a firm of operations experts that drive rapid performance improvement and an immediate impact on the bottom line. They perform due diligence on companies and fix and transform business operations and supply chains for Private Equity and Executive Leaders of manufacturing (heavy & light), consumer goods and retail companies. Voted in 2016 as one of the fastest growing private companies by the Inc. 5000/500, Venetia Partners is sought after by private equity firms and manufacturing and distribution companies. The firm operates out of 11 major markets including Atlanta, Chicago, Pittsburgh, Shanghai and Zurich.

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