

# Running Head: Mkt 405 Mid-Term Project

## TheCasesolutions.com



Thank You

J-TAB  
Marketing Consultants

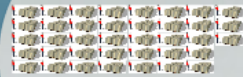
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CARGILL BACKGROUND



GIS ACQUISITION VS. A TYPICAL CARGILL ACQUISITION



VS.

\$38 BILLION VS. \$2 BILLION

GENERAL MILLS, INC BACKGROUND



MILLIONS VS. BILLIONS



\$1 MILLION

PRESENTED BY



AN ANALYSIS  
GENERAL MILLS AS A POTENTIAL  
ACQUISITION FOR CARGILL



WHO ARE YOU?

Who does Cargill intend to be in the future?



J-TAB  
MARKETING  
CONSULTANTS

\$6.5B IN RECENT ACQUISITIONS



CARGILL:  
STRENGTHS & WEAKNESSES

Strengths

- Size
- Innovation & Product Leadership
- Global presence (65 countries)

Weaknesses

- Size
- Lack of transparency
- Inconsistent strategies

\$1 BILLION



GENERAL MILLS:  
STRENGTHS & WEAKNESSES

Strengths

- Brand equity/loyalty
- Innovation
- Global presence
- Culture

Weaknesses

- Dependence on large retailers
- Private label products
- Cost of goods increasing

**AN ANALYSIS  
GENERAL MILLS AS A POTENTIAL  
ACQUISITION FOR CARGILL**





# PRESENTED BY

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BARB GETTEL



# CARGILL BACKGROUND





## **CARGILL: STRENGTHS & WEAKNESSES**

### Strengths

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