

Pratham - Every Child in School  
and Learning Well

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**THANK YOU**

Question?

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The background of the image is a deep blue space filled with numerous white stars of varying sizes. In the bottom-left corner, a portion of the Earth is visible, showing green landmasses and brownish-yellow terrain. The text is overlaid on this background.

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# **Content**

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**Company Profile**  
**Market and Industry**  
**Company Performance**  
**Pontero Profile**  
**B2B and CRM**  
**Analysis**  
**Issue and Challenges**  
**Recommendations**  
**Key Implementations**

# Tetra Pak

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Established on 1952,  
based on Sweden.

The world's largest  
producer (80%) of  
aseptic packaging for  
liquid foods.

Grew rapidly through  
the 1980s, but slowed  
in the 1990s.



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**Pontero**

The top customer of Tetra Pak based in Italy.

Bought 1 billion packages a year.

Second largest dairy and the leading brand of liquid milk in Italy.

“Quality” is the advertising theme.





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# Tetra Pak and Competitor Analysis

## Tetra Pak

Differentiate Products and Brands through distinctive packages and label designs

Objectives

We commit to making food safe and available, everywhere

Assumption

Tetra Pak

Strategy

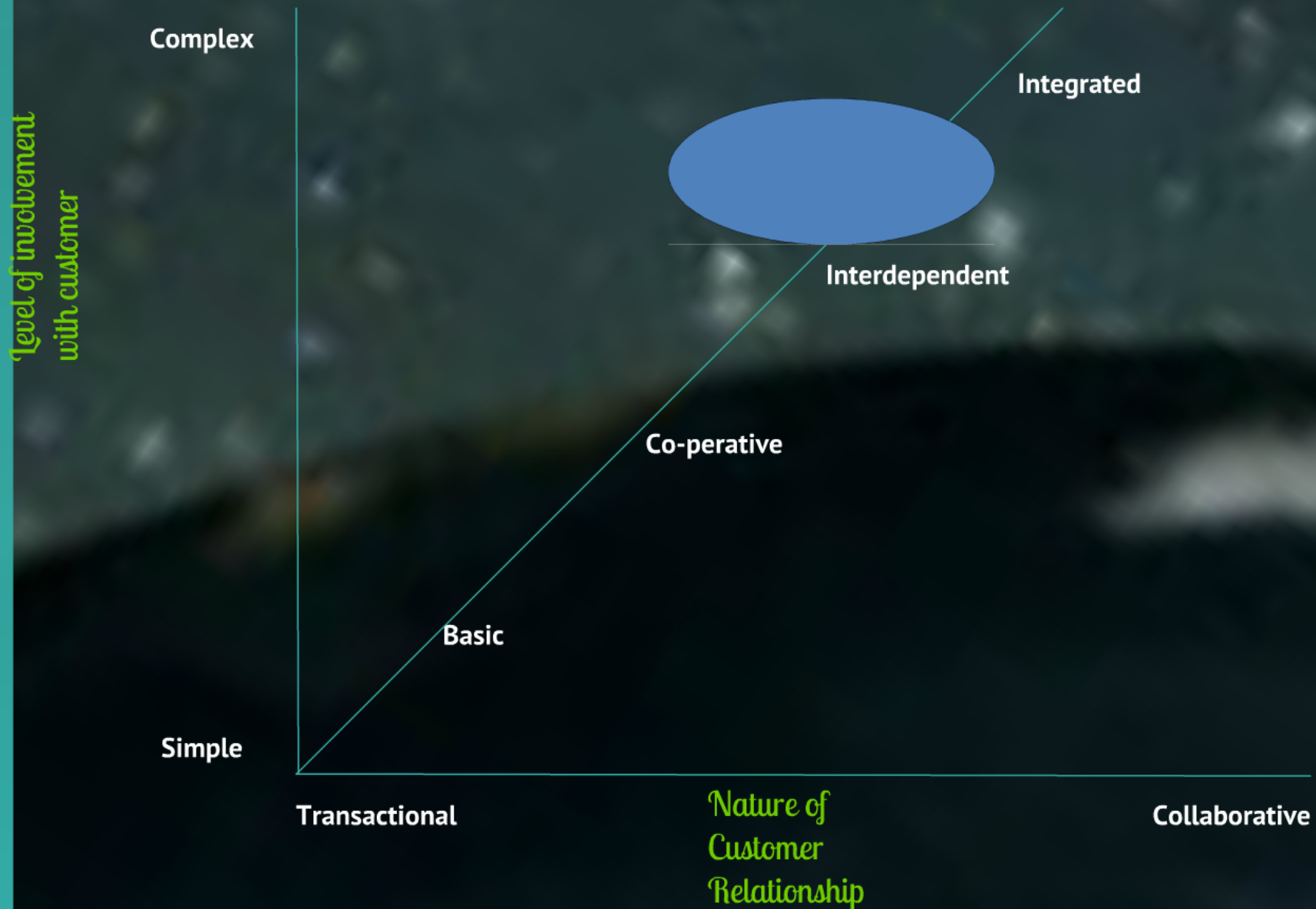
to drive greater efficiency, impact and value for Tetra Aseptic, Innovations in automation, integration and traceability delivering efficiency, quality and confidence

Capabilities

Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products.)

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# Relationship Development Model





## **Tetra Pak-Pontero Relationship Evaluation**

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**Profitable for both parties since they started working together**

**Pontero has always trusted Tetra Pak, thus establishing a mutually beneficial alliance**

**Pontero has looked at Tetra Pack as its mentor in re-establishing its market share**

**Tetra Pack benefits from Pontero and vice-versa.**