

The Toronto Ultimate Club

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Question?

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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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Differentiate Products
and Brands through
distinctive packages and
label designs

Objectives

We commit to
making food safe
and available,
everywhere

Assumption

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

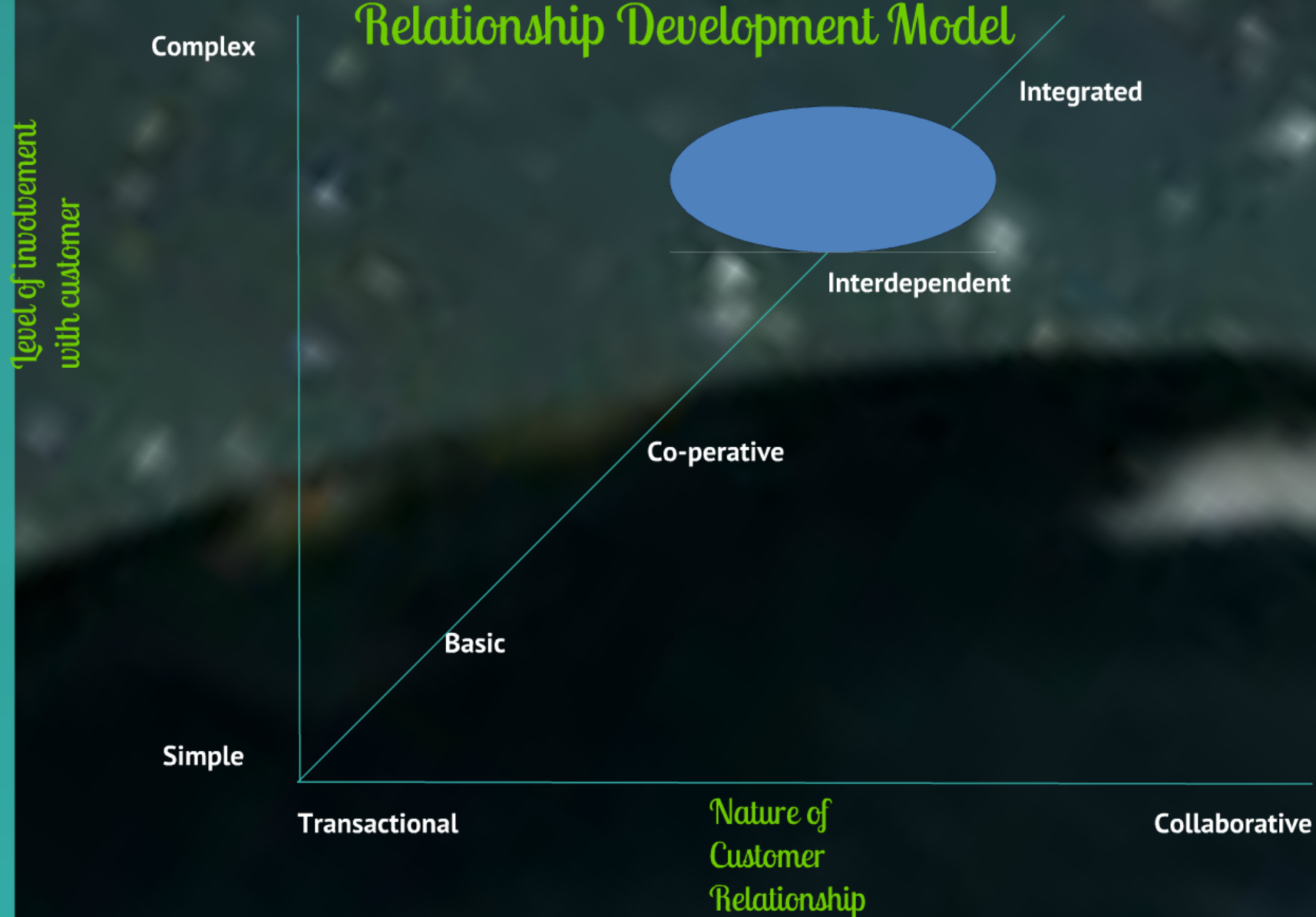
Strategy

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

Capabilities

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Relationship Development Model



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Tetra Pak-Pontero Relationship Evaluation

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.