

Coconut Water Supply Chain Analysis - Leading Water Processing Technology Firm



The client determined that the non-thermal technique would enhance profit margins for all stakeholders. This conclusion was supported by detailed analyses such as margin and characteristics comparisons, transportation cost assessments based on Brix Levels and packaging types, and insights into concentration technology and supply chain dynamics



Thanks to STATXO's supply chain analysis and their comprehensive analysis, especially in margin comparison and transportation cost assessment, gave us the confidence to make informed decisions that positively impacted our profitability

- Director, Supply Chain

Q CASE FOR CHANGE

- The client, a global water processing technology firm, observed a **growing trend in non-thermal techniques**. It has developed a non-thermal technique of coconut water in which the coconut water is dehydrated into a concentrate and rehydrated later at a retailer.
- The client **struggled to access the viewpoint of supply chain stakeholders** in its main market i.e., Europe, and North and South America. It was struggling with collating and analyzing the views of supply chain stakeholders (*Farmers, Producers, Distributors, Retailers*) on the new non-thermal technique

🚲 SHARED VISION

- To evaluate the technique's feasibility within the supply chain stakeholder. Our goal was to gauge technology's value proposition within the coconut water supply chain
- Assess potential impacts on each player in the supply chain.
- Determine effects on margins for interested producers and distributors compared to traditional coconut water processing methods.
- Identify primary beneficiaries of technology adoption within the supply chain



🚶 FEASIBLE PLAN

- Executed a thorough supply chain analysis through exhaustive survey and primary research across producers, distributors, and retailers
- Producers:** Top companies operating in Europe and North America that have manufacturing locations in one of the major coconut-producing countries such as Thailand, Vietnam, Philippines, among others. Producers had contact with farmers and agents that supplied them with raw tender coconuts.
- Distributors:** These were company-owned distributors and independent distributors located either in the producer country or at a separate location
- Retailers:** These players were mostly located in Europe and North America

✅ CAPABILITY TO DELIVER

Empowered with the insights the client was able to conclude that the non-thermal technique would help each stakeholder with improving the profit margins. The following detailed analysis supported the client in making informed decision

- Margin Comparison:** Analyzed margins for coconut water and concentrate per liter, including logistic costs, markups, and pricing for each supply chain member
- Characteristics Comparison:** Compared key traits and major companies across Brix Levels 3 to 10
- Transportation Cost Analysis:** Assessed cost reductions based on coconut water Brix Levels and packaging types
- Concentration Technology Insights:** Provided detailed insights into existing concentration technology and a comprehensive understanding of supply chain dynamics

