Cosmetics and Personal Care Brand

Case Study

Forsyth was retained by a personal care brand whose growth into Big Box retail exceeded their current suppliers' capacity. Forsyth led the effort to find alternate sources who could meet the increased demand with additional successes centered around heightened Intellectual Property ownership and packaging redesign, in support of the initiative to support growth in Big Box retail.

"Forsyth Advisors was our key partner in developing our comprehensive supply chain strategy, leading the search and evaluation process, and project managing the tactical levels of the scale up to make us successful . . . and delivered against our cost, quality, and volume expectations in record time."

– M.M. CEO

Outcome

2x Capacity Increase
Over 1 Million Units per Month

ESG Improvements
Cleaner label, better carbon footprint, etc.

25%
EBITDA Improvement

$3 Million
Cash Improvement

Our Approach

Capacity Growth: Doubled capacity in less than 6 months with path to 10X capacity in 18 months.

Packaging Redesign: Product reformulation required new labeling along with initiative to gain shelf space in Walmart required packaging redesign and resourcing.

Transition: Managed supplier qualification and transition to ensure capacity was online when needed

Contracts: Established contractual relationships covering cost, payment terms, formula ownership transfer, and rebate structure.

Challenges Resolved

Formula Ownership: Incumbent contract manufacturer owned formulas – ensured client owned all IP and had rights to move.

Formulation: Original product formulation did not meet ESG requirements of targeted customers

ESG Compliance: Bottles and current packaging did not meet Big Box sustainability requirements

Location: Current CM (Contract Manufacturer) located on West Coast, which created higher freight costs