

Case Study

Alpha Supplier Identification and Sourcing

In 2007, several UK companies asked Alpha MC for sourcing services in CEE.

Castle Colour are **blister card and carton** specialists based in Norwich. When UK clients started to launch operations in central and eastern Europe, Castle Colour saw an opportunity to provide these customers with the same high level of service and technical support in the new place of production. During an extensive review of the Czech supply market, Alpha Management identified high-quality blister card and carton manufacturers and, in conjunction with Castle Colour, visited key suppliers to explore the potential for long-term co-operation.

A leading British manufacturer of highly specialist **agricultural machinery** required extra production capacity to satisfy increasing demand. In order both to create a foothold in a new market and take advantage of cost savings, they decided to explore supply opportunities in central Europe. Alpha Management researched suppliers in several sectors, from mining equipment manufacturers to mini-digger makers, and found a number of companies which fitted their highly-defined supplier profile.

A UK **precision engineering** company in the defence sector needed to identify call-up capacity in order to support spikes in demand for their products. Alpha identified and pre-qualified suitable suppliers within the regional defence industry, obtained sample pricing and made recommendations for further action. The company has since contracted with a local CNC machine shop based in the Czech Republic.

An **organic soup** manufacturer approached Alpha Management to explore outsourcing opportunities in central Europe. Alpha carried out extensive research of Polish, Czech, Slovak and Hungarian food processing companies, and of organic food production in the region, revealing several potential suppliers