



Searching for a location for a new production facility

A systematic selection for the future production site in a brownfield approach with a multiplication of production capacity

An overview

Planet A Foods' innovative cocoa-free chocolate product solves both the problem of sustainability and price volatility compared to conventional chocolate. In order to meet the strong demand for the product, a new production site is being sought that will increase the current production capacity in Pilsen (CZ) many times over. The choice of location and layout of the factory is essential for Planet A Foods to be future-proof. Translated with DeepL.com (free version)

Plantet A Foods

- Planet A Foods GmbH is an up-and-coming food tech start-up based in Munich.
- The company was founded in 2021 and has established itself as one of the fastest growing players in the field of sustainable food ingredients.
- The innovative product of cocoa-free chocolate is in high demand and promises significant growth in the future.

Services

- Definition and weighting of location factors
- Selection of suitable regions for a location that is optimally integrated into the supply chain network
- Identification and evaluation of locations in a two-stage process (longlist and shortlist)
- Planning and implementation of site visits to favoured locations
- Development of a recommendation for action for the TOP 3 locations

Results

- 10 regions along the Rhine-Main area were examined and 112 locations were analysed.
- Based on jointly developed criteria, a shortlist of 9 locations was developed, 5 of which were visited.
- The recommendation for action for one location with two alternatives was presented in a comprehensible and transparent manner.
- A roadmap lists the necessary next steps until production is ramped up.

'The collaboration with the Rothbaum team was not only professional and goal-orientated, it also demonstrated the necessary pragmatism that we need in a dynamic start-up'

Michael Hampel
Head of Supply Chain

Project description

The great success of the innovative cocoa-free chocolate product is also putting a lot of pressure on the company to meet the strong demand. The rapid realisation of a multiplication of production capacity is a necessary development for the company. Despite high time pressure, the right choice of future location is an extremely important decision, as it is the most capital-intensive investment in the company's history for Planet A Foods.

Procedure

The development and definition of criteria for the future location and the buildings ensured that a quick and efficient search could then be carried out. Once suitable regions along the Rhine-Main region had been identified, a two-stage process was used. In the first stage, a longlist of 27 locations was identified. In the second stage, 9 locations were identified for the shortlist, 5 of which were visited and intensively scrutinised. The recommendation for action was therefore based on the data analysis of the documents as well as the impressions of the site visits.

Results

Based on the location criteria, 10 regions were initially identified as potential candidates for a new location. A comprehensive data analysis was built up from 112 exposés on locations. This data basis enabled the decision-makers at Planet A Foods to quickly identify suitable locations together with Rothbaum.

The site visits supplemented the data basis and provided additional important information for each location. The planning and preparation for the actual site visit is an important part of this. From the large amount of information that is recorded during a site visit, the summarisation and evaluation is also a necessary step for the subsequent recommendation for action.

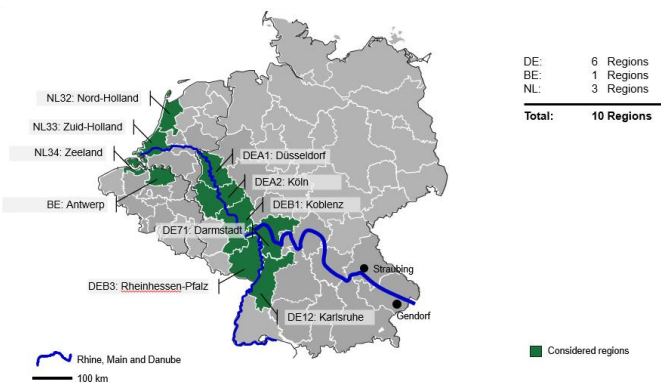
As a result, a comprehensible recommendation for action was developed for Planet A Foods. In addition to a main recommendation, two locations were recommended as alternatives. A roadmap shows which subsequent steps need to be taken before the new site can be put into operation and production can begin.

‘Rothbaum's structured approach and results-orientation were particularly helpful in the project work, which quickly led to results with added value.’

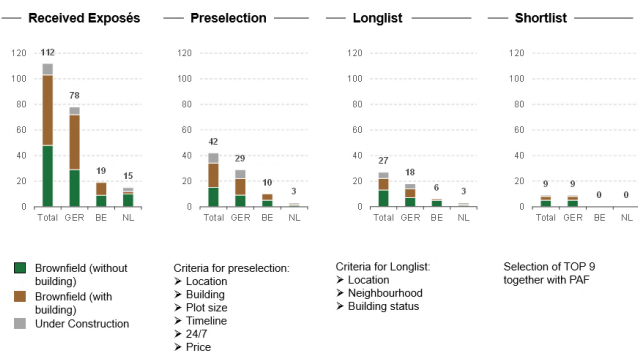
Stefan Rost

Chief of Finance











Exemplary insights



The preferred regions result from the company's criteria, the general conditions in the respective regions and the specific requirements of the product or the company's business model. The results are always specific and not generally applicable.



The structured approach was consistently implemented by creating a comprehensive database. Step by step, a shortlist was compiled from a large number of offers. This approach is important in order to focus the necessary resources on the locations that actually come into question.

Visited Sites						Re-visit before visit
Provider	UNIT					
						
Area development		Brownfield without building	Brownfield without building	Brownfield with building	Greenfield	Brownfield with building
Type of acquisition		Rent or Lease	Rent or Lease	Rent	Buy or Rent	Buy
Building available		No, new building necessary	No, new building necessary	Yes, barely suitable	No, new building necessary	Yes, several buildings and suitable
Possible Date of Production (without delivery of materials)		Q4 2026	Q4 2026	Q1 2026	Q1 2027	Q4 2025
Full access available incl. Commencement		Yes	Yes	No	Yes	No
Motivation of site management		Professional and motivated	Professional and motivated	Skeptical attitude	degenerate motivated	Professional and motivated
Nearest Distance to Highway	km	4	12	3	14	15
Nearest Distance to Harbor	km	4	1	10	20	17
Other Advantages		- The park has its own rail connection and harbor jetty. - Greenfield Park with many innovative companies. - Own rail connection. - Due to a small parcel, PAF could get more attention from the park management.	- Greenfield Park with many innovative companies. - Own rail connection. - Due to a small parcel, PAF could get more attention from the park management.	- The building is currently a logistic hall, the pressure from the park, very strategic.	- The management of the park is highly motivated. - The Greenfield offers to build the building for PAF customers and PAF can still rely on support for authorized procedures, high competence available.	- The building of high-bay warehouses can be used for production promptly. There are still enough properties to build from the food industry, among other.
Other Disadvantages		- Due to the size of the parcel and the high competition, it is possible that PAF gets less attention.	- No logistic services are offered in the park, but near by.	- The building is currently a logistic hall, the pressure from the park, very strategic.	- Park future viability is uncertain.	- Sustainable was especially desirable for companies that emphasize sustainability and from the food industry, among other.
Rothbaum Evaluation fulfillment of PAF requirements						

A reliable and comprehensible recommendation for action is only possible if it builds on the previous steps. Preparing the relevant information helps decision-makers to focus on the relevant aspects. Decisions are thus made faster and better.

Narrowing down the regions was necessary in order to set the focus correctly and realise the speed of the project.

Based on the previously defined location criteria, the large number of offers for locations was quickly reduced to a shortlist.

A clear presentation of the most important criteria from the information in the exposés and the site visits helps in the decision-making process.

I look forward to your questions!



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