

ISSUE & QUALITY MANAGEMENT

Quality management and product differentiation for fast-moving consumer goods, through strategic consulting, product audits and analysis, and consumer market insights.

WHY SPRIM PRO

STRATEGIC SERVICES

Program management, issue assessment, and continuous improvement processes for established and expanding products

QUALITY MANAGEMENT SYSTEMS

Experience in GMP and Hazard Analysis Critical Control Point, systems essential to control food quality and ensure food safety

PRODUCT ALIGNMENT TO INDUSTRY STANDARDS

Expertise in standards for quality processes (ISO 9001:2015) and specialized standards for food quality systems (ISO 22000) and environmental risk management (ISO 14001: 2015)

QUALITY AUDITS

Custom audit protocols, product analysis trends and process management

QUALITY TESTING

Ensuring product quality by conducting analysis in accredited laboratories, in compliance with local, regional and international standards

CORPORATE EXTENSION

Option to embed SPRIM PRO staff within client's company to ensure alignment between quality standards and corporate strategy

VERSATILE SOLUTIONS

Services at any scale, from small businesses through multinational companies

CONSUMER MARKET INSIGHTS AND PREFERENCES

Perception and consumer preference studies using digital questionnaires and/or interviews (individual, panel)

SPECIALIZED SERVICES**TRANSLATING TECHNICAL SPECIFICATIONS**

- Review product labels and evaluate raw materials to assess and ensure regulatory compliance with FMCG labeling standards locally, regionally, and globally
- Develop and translate product technical specifications for global regulators and consumers
- Maintain compliance longitudinally by monitoring regulatory and product changes

CONSUMER PERCEPTION TESTING

- Visual perception (size, appearance, freshness)
- Sensory perception (taste, smell, texture, freshness)
- Product use (ease of use, accessibility, instructions)
- Preferences among flavors and varieties
- Identification of dominant or preferred flavor
- Longitudinal product comparability and benchmarking of notes
- Purchase preference determination

NUTRITIONAL ANALYSIS

- Conduct nutritional analysis for food and beverages