Case Study
STRATEGIC FORECASTING, BUDGETING AND PLANNING

The client: Global plastics converter

The situation: The client was faced with short supply and substantial increase in raw material cost

What did ICIS do?
- Provided market intelligence and advisory services on specific polymer markets – both current and forecast
- Developed negotiation strategy models to allow our client to evaluate different bids and contract approaches
- Provided ongoing negotiation training, mock rehearsals of bid meetings and potential responses to various outcomes

What was achieved?
- Increased guaranteed supply of polymers
- Raw material cost increase was offset by more than 50%
- Client saw a 16:1 benefit-to-cost ratio by engaging ICIS to support procurement and negotiation efforts
- Ongoing client engagement to develop strategies for other commodities, locations and to improve negotiation strength in future
Case Study
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The client:
A joint venture between two global petrochemical companies

The situation:
Assistance required for strategic planning, including potential investment

What did ICIS do?
- Provided a global view of the olefin business, as well as a future global competitiveness study
- Produced long-term supply, demand, trade flows and price forecasts for current and alternative feedstocks, olefins and polymers for each global region. Data based on agreed oil and gas price scenarios
- Recommendations put to the company on the preferred feedstocks for future operations

What was achieved?
- Companies were made aware of how new feedstocks could affect the current market for olefin production
- Enabled the companies to understand their current and future competitive positions via various feedstock options
- Companies were made aware of the strategic steps required to maintain global competitiveness
Case Study
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The client:
Global petrochemical manufacturing company

The situation:
Assistance required around long-term business development planning

What did ICIS do?
- Provided a global view of changing feedstock scenarios
- Produced long-term price forecasts for feedstocks, olefins & polymers, and downstream products for each global region based on agreed oil & gas price scenarios
- Comprehensive mapping of future trade flows using extensive historical and forecast supply and demand data

What was achieved?
- Clear vision developed of how the global petrochemical industry will likely evolve over the next 20 years
- Enabled strategy identification to maximize business performance and gain crucial competitive advantage
- Recommendations provided on ways to improve global operational management