

Commercializing new materials for a leading Asia Chemical company

Situation

- An Asian chemical company is a world leader in production and they would like to expand the it by 3 times in the next 3 years
- They would like to understand what is the potential additional application areas and to design the RTM strategy
- The relevant markets are quite niche

What we did

- Quickly prioritized the downstream application areas into engineering plastics and textile. For both markets, we took similar working approach:
 - Where to play: we conducted wide and deep market scan to identify the attractive markets. For engineering plastics, we found automobile OEM and parts producers should be the target, while for sports, we suggested them to focus on outdoor and high performance sports ware
 - How to play: the client is at the bottom of the value chain, therefore, we suggest them to cooperate with the formulation compounders for engineering plastics and work with fabric producers and more importantly the appeal brands

Impact

- Defined clearly the roadmap of the new materials commercialization plan to expend the sales by 3 times
- Acquired visibility of the application areas for the new materials with assessment on the feasibility and attractiveness
- Developed the list of cooperation / acquisition targets
- Trained the client team to conduct analysis in downstream market