

Price Elasticity of Petrochemical Products

Client Background

A medium sized petrochemical company in the US is trying to gain a better understanding of the price elasticity of one of its products in a major application. In order to do so, the client needs a comprehensive overview of the supply & demand and pricing trends of this product as well as several competing materials. The client also wants to understand how the cost structure and value in use of this major application are affected by the competing input materials utilized. Finally, the client is looking to gain a better sense of the opportunity producers have, to readily switch between competing inputs.

10EQS Approach

Within a couple of hours of the client request, 10EQS provides a detailed proposal on-line for the engagement structure, cost and delivery timeline. An Engagement Manager (EM) with twenty-five years of experience in the chemical industry is quickly vetted and selected. He plays an active role during the screening and selection of a team of qualified subject matter experts who work on the project.

Key Engagement Stats

Project Type: Evaluation of the price elasticity of a key raw material in the petrochemical space

Delivery: 14 days

Delivery Team: 1 EM, 6 Junior Experts, 5 Senior Experts



Summary of Results

In just fourteen days, a full week ahead of the committed timing, 10EQS delivers a focused study with specific conclusions on the price elasticity of the client's product, including recommendations regarding the essential pricing relationships between the competing materials. The study also provides specific information about key market trends, production costs, value in use, and switching costs.

How to Get Started Today

To find out more about how 10EQS can benefit your business, please contact us at clients@10EQS.com