



CLIENT STORY | IDENTIFYING DIVERSIFICATION OPPORTUNITIES IN FOOD CHEMICALS IN THE ASEAN REGION

Region :

SOUTHEAST ASIA

Consulting Services :

DIVERSIFICATION STRATEGY, OPPORTUNITY IDENTIFICATION

CLIENT SITUATION

- The current chemical business of the client was in the commodities space, where competitiveness was affected by Natural Gas pricing.
- Client wanted to build a platform that would help in achieving growth of 5 X in 5 years, rather than looking at small standalone disconnected projects.

OUR APPROACH

- Gave an appreciation to the client on the strategic thinking followed by successful global chemical firms.
- Helped client key out clear boundary conditions to have clarity in decision making.
- Systematic scanning of availability feedstock & corresponding platforms that could be conceived of.
- Identified a couple of platform options that could be considered for growth.
- Systematic evaluation and creating a prioritisation framework to identify key projects / platforms to chase.

OUR RECOMMENDATION/ IMPACT

- Identified propylene & Benzene based chemistry to evaluate.
- Conceived a phenol project based on feedstock, that also offered a future platform for growth.
- Helped client tie-up feedstock supply sourcing.
- Also created a phase 2 specialty chemicals platform for derisking impact of commodity cycle
- The client is implementing the phenol project, to achieve a quantum increase in revenue