

CIS Case Studies: Manufacturing Cost Analysis – Asia, Chemicals

Benefit to Client:

Evidence-based P&L for a specific product line within a competitor manufacturing site.

Client Need:

Our client required a better understanding of the technical processes used by a local competitor in the production of a specific chemical, as well as site-specific manufacturing, marketing, sales and technical costs.

Approach:

CIS conducted a detailed analysis of the competitor's manufacturing site including:

- Product portfolio, applications and strategies
- Financial performance data
- Distribution strategy
- Manufacturing costs
- Production technology
- Technical process
- Raw material supply
- Logistics and transportation strategy

Methodology: Secondary intelligence gathering, telephone based primary intelligence gathering and local area and site visits, P&L analysis

Solution:

Utilizing the intelligence gathered, CIS was able to provide the client with analyzes of product and site-specific manufacturing, marketing, sales and technical costs. The program output included:

- Profit and Loss statements for the targeted site
- Detailed understanding of the competitor's revenues and cost structures
- Granular and validated intelligence from deep within the competitor manufacturing location

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