

CIS Case Studies: Manufacturing Cost Analysis – Global, Polymers

Benefit to Client:

Evidence-based P&L for a specific product line for 8 competitors across 12 sites globally.

Client Need:

Our client required a worldwide benchmarking within a specific product group in order to provide an in-depth understanding and analysis of competitors' product portfolio strategies, production technologies, manufacturing cost, technical processes and logistics.

Approach:

CIS conducted a detailed analysis of the competitors' manufacturing sites including:

- Product portfolio, sales and applications
- Distribution strategy
- Production technology
- Manufacturing costs
- Technical process
- Logistics
- Customers, partnerships and key alliances

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 for all competitors which provided the client with an industry benchmark. The program output included:

- Profit and Loss statements for the targeted sites
- Analysis of key differentiators between competitors in terms of revenues, cost structures and processes employed by 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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