

Business Growth Strategy – Understanding the auto polymer industry

Diversification of Product Offerings...

A Fortune 500 Petrochemical company in Asia Pacific wanted to diversify its product offerings to increase revenue and hedge the ever increasing risk of its overall portfolio. Entering the automotive polymer market was high priority for the client.



Leadics was hired by the client to quantify the potential of the automotive polymer market and develop a clear and executable strategy to enter and grow in this market.

The project needed a deep appreciation of auto manufacturing to quantify the volume and nature of polymers that are used in automotive manufacturing.

Multi-tier Approach...



The complexity of the client problem meant that our team had to develop a robust and comprehensive approach to arrive at the right answer.

The first step was to understand the automotive volumes as well as polymer supply volume globally. This gave the team an accurate understanding of where the two businesses were headed in the future.

Using this assessment, the team identified key megatrends that would fuel the growth of petrochemical applications in the automotive industry. The focus of the team was to ensure that a highly granular and nuanced study was carried out as trends and applications varied with the grade and nature of the polymer.

As a final step to assess the inter linkage between these two industries, Leadics practitioners also developed a comprehensive database to map OEMs and component suppliers

Prioritized Growth Opportunities...

In collaboration with the client Leadics was able to prioritize the top five focus markets. Strategic future guidelines were laid for each market with special focus on the initial market entry.

Clear short and medium term growth targets were set up for the client based on the current state and future outlook of the petrochemical applications in the automobile industry.

This project was key for practitioners in Leadics as it gave us the opportunity to showcase our knowledge and expertise in multiple industries and helped the client achieve their growth targets.

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