Eurasia

CERA Consulting & Advisory

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Specialty chemicals entry strategy

Issue

- A major Eurasian commodity chemicals producer is looking to diversify by moving into higher-value specialty chemical segments. The client is evaluating strategic options including acting as a distributor, investing in production capabilities or acquisition of an existing market player. Our chemicals team at CERA Consulting was engaged to provide a structured screening study to identify and prioritize the most attractive specialty chemical products for future business opportunities.

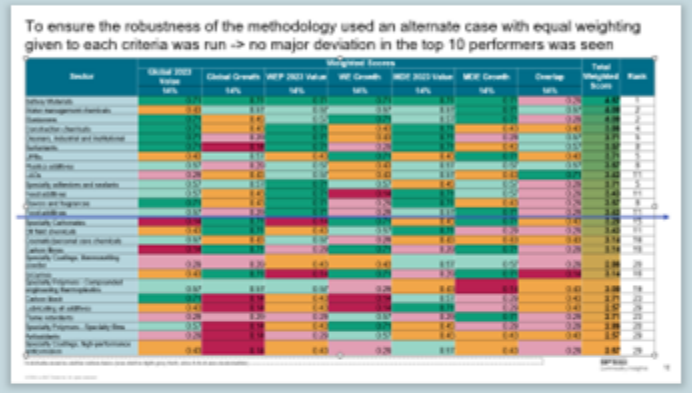
Our Solution

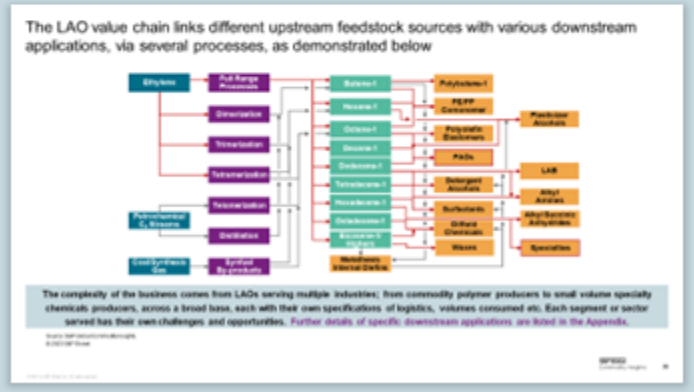
- In the initial screening phase, our experts developed a comprehensive list of specialty chemical sectors which were scored and ranked against a set of fundamental criteria at both the sector and product levels.
- In collaboration with the client, five priority sectors were selected for more detailed review. Each sector was split into distinct product families which were evaluated using an expanded set of screening criteria. Based on the outcomes of this secondary screening, we shortlisted six high-potential products for in-depth analysis.
- For each of the shortlisted products, we conducted detailed market assessments, including global supply–demand and trade flow analysis, with particular emphasis on the client's target local and regional markets.
- Building on these insights, we developed market entry strategies for each product, taking into account prevailing business models, key target markets, technology sourcing options and availability, and indicative financial implications. Simple cash-flow models were prepared for each product to estimate key financial indicators including pre-tax IRR, pre-tax NPV, payback period, required capital expenditure, and EBITDA.

Impact

- For each shortlisted product, the client received a clear market entry strategy supported by a comprehensive view of global and regional supply–demand dynamics, along with a set of financial metrics, enabling the client to make informed decisions on where to position itself along the specialty chemical value chain and a better understanding of critical success factors and barriers to entry in each industry segment.

Illustrative examples of deliverables





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