

# Chemicals Industry Sector

## Completed Consulting Project Overview



Listed below are short summaries of selected projects that team members of URCH Consulting have completed.

<b>Client</b>	A Japanese fine chemical company.
<b>Issue</b>	To identify new business development opportunities in the UK biopharmaceutical industry
<b>Solution</b>	URCH undertook a detailed search and interview programme to identify new opportunities in UK biotechnology companies utilising new platform technologies to produce small molecule drug candidates.
<b>Client</b>	A South American Government institute.
<b>Issue</b>	The institute wanted to understand the practical steps involved to successfully export plastic products to the UK.
<b>Solution</b>	The team compiled a detailed report of 5 major sectors of the plastics industry in the UK – including detailed analysis of the regulatory environment, pricing, demand, customer expectations, etc.  The team screened 250 potential customers for potential business development leads and compiled a “hot list” of 100 interested companies.
<b>Client</b>	A US-based performance and fine chemical company.
<b>Issue</b>	To understand the needs, buying behaviour and future opportunities for custom fine chemicals/intermediates manufacture for the pharmaceutical industry in Europe.
<b>Solution</b>	The team undertook a detailed market and customer research programme. The results produced novel insights into customer buying behaviour, retention and market segmentation.
<b>Client</b>	A Russian butadiene rubber manufacturer.
<b>Issue</b>	To develop direct international sales.
<b>Solution</b>	The team undertook a detailed evaluation of the distribution and value chain to Western tyre manufacturers; identified customer expectations; and delivered practical and actionable solutions to the client.

<b>Client</b>	Leading Japanese <i>kiretsu</i> .
<b>Issue</b>	To ascertain acquisition opportunities of fine chemicals companies in the CEE.
<b>Solution</b>	Using our extensive Eastern European network of associates, potential acquisition companies were identified. Detailed financial and qualitative profiles of leading players were prepared.
<b>Client</b>	A Japanese acetonitrile manufacturer.
<b>Issue</b>	To break into the European market for HPLC.
<b>Solution</b>	A quantitative market assessment was undertaken, including competitor analysis, customer buying behaviour with strategic recommendations on market entry.
<b>Client</b>	A Finnish manufacturer of excipients as by-products.
<b>Issue</b>	To identify the global market potential of a new excipient.
<b>Solution</b>	The team interviewed formulation experts in pharmaceutical companies and assessed product pipelines.  Results were used to develop a forecasting, pricing and potential market penetration model for the new excipient.
<b>Client</b>	A major US excipients manufacturer.
<b>Issue</b>	To ascertain the opportunities for sale of products to Eastern Europe.
<b>Solution</b>	A detailed evaluation of secondary manufacturing methods was undertaken, as well as an opportunity assessment for excipient use.  Distribution channels were identified, pricing and market forecasts prepared as well as market entry options.

For more information or to discuss a project call:  
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