



# Why strategic development is not just for large chemical companies anymore

## by **Termine Group**

*Termine Group enables clients to improve business performance by providing sound, practical strategies.*

Large chemical companies today face several issues that affect their decision-making and growth strategies. Sometimes, their size adversely affects them and creates opportunities for smaller firms to compete effectively.

### **Production Base Shifting to China and India**

At first, it appears the shift in the chemical manufacturing base from the US and Europe is bad news for your specialty chemical business. Lost jobs, plant closings, and inexpensive talent from China and India are emerging. Your ability to look beyond the bad news and develop strategy can create opportunities for new business partners and international investments.

### **Assets are Under Utilized**

Manufacturing operations focus on driving short-term cash flow. This strategy affects large chemical companies severely. Skilled employees are leaving the industry in pursuit of more rewarding activities

or early retirement. You can access this broadening talent pool and drive growth for your specialty chemical business.

### **Escalating Environmental Risk**

The push to improve environmental quality is a costly undertaking for chemical manufacturers large and small. This push stifles innovation and slows new product development. Activists and politicians seem quick to protest environmental problems. Large chemical companies have a greater exposure to risk. You can leverage your smaller asset base and develop new products faster.

### **Strategic Development is Essential**

Clearly, the leveled competitive field presents several growth opportunities. When **Termine Group** analyzes a particular business situation, it identifies practical steps to drive growth. These steps provide a strategy that is clear, focused, and useful.

*Read on and discover what Termine Group can do for your chemical business. For more information visit [www.terminegroup.com](http://www.terminegroup.com) or call +1 225.408.1995.*



## **Strategic Development**

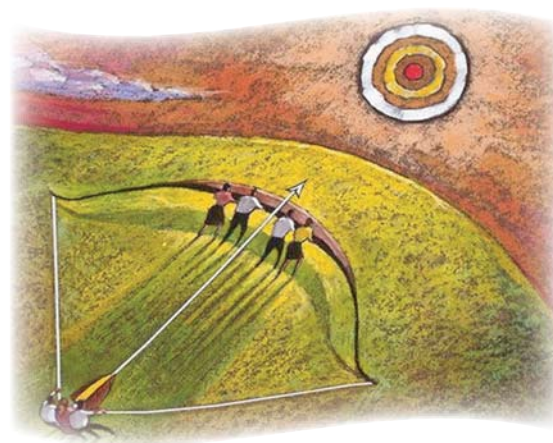
Analysis of "as-is" business situation  
Insight into future prospects

### **A2B Market<sup>TM</sup> Analysis**

fast turnarounds  
affordable  
limited commitment required of client

## **Mergers & Acquisitions**

Definitions of guidelines for target or strategic  
partner selection  
Value creation assessment  
Confidential approach & validation services



## **Business Intelligence**

Marketing research  
Competitive intelligence  
Subject matter experts

## Client Solutions

# Monitoring competitors and winning in the market

A mid-size specialty chemical company sought to strengthen its position in a crowded, over-supplied product area. Here is how a unique and comprehensive competitive intelligence program enabled that company to monitor its competitors and win in the marketplace.

### Battle for Market Share

The client was in a serious fight to maintain and grow its business. Battles for market share resulted in lost revenue and profit that threatened the long term viability of the client's operation.

The client needed a method to anticipate actions by its competitors, as well as an on-going process to monitor competitors' capabilities and motivations. Most importantly, the Client needed a means to analyze new information and adjust its response based upon what was observed.

### Understanding Competitors' Behavior

**TERMINE GROUP** designed a unique methodology to aid the Client in modeling their competitor's strengths and weaknesses, sales tactics and strategic intentions. The method integrated information from public sources to identify competitors' behavior.

**Additional client solutions available on  
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Additional information gathered from primary sources and industry contacts facilitates revisions to the model as needed. Information gathered in this iterative process fosters strategic development by focusing upon tactics in response to or anticipation for the competitor's moves.

### Leveraging Opportunity

The on-going process helped the client take decisive actions to improve its competitive advantage.

Additionally, the client leveraged its investment by incorporating the newly developed competitive intelligence program into its culture, thereby providing a framework for everyone to be proactive in marketing and planning.



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We provide *practical strategy* that is  
*clear, focused and useful*

**TERMINE GROUP** is an international management consulting firm specializing in the chemical and allied industries. We assist clients in taking decisive action to improve business performance. We offer responsive, flexible, and customized services.

Our clients are new ventures and start-ups, privately held businesses, and diversified multinational companies. We use project leaders with strong financial and operational backgrounds and subject matter experts to refine and focus information for chemical markets.

**TERMINE GROUP** provides insight that leads to practical strategy for each project.

*"Termine Group studies your business. We help you clarify your vision for growth, and provide insight to implement your strategy... we strive to make your investment in Termine Group clear, focused and useful."*

**Ric Termine**  
Managing Partner



**Termine Group, L.L.C.**  
**Baton Rouge**  
Ph +1 225.408.1995  
Fx +1 225.408.1908  
info@termine.com

10713 North Oak Hills Pkwy, Suite A  
Baton Rouge, LA 70810-4346 (USA)  
[www.terminegroup.com](http://www.terminegroup.com)