

CASE STUDY

► About me

As a 42-year-old Product Manager for a global chemical company, I live and work just outside Lyon, in the centre of France. I am married with two children.

► The role I play

I have responsibility for a number of the products we produce. I have oversight of their sales and marketing activity, and am sometimes involved in customer negotiations, when a person of my seniority is required. Although I am not directly responsible for purchasing, the price we pay for supplies is important to me, as it has a direct effect on the profit and loss for each product line, which again is my final responsibility.

► What I need

I need to have a good overview of the market at all times, in order to spot commercial opportunities and exploit them – or to defend our position against threats from other producers. I need as much information as I can get on competitors, their current activities in terms of production capacity, and their future plans. I also like to keep abreast of all the latest significant deals in the market – what people are actually paying for their feedstocks. By having a good overview of market capacity and

likely demand, I can help our production managers assess the optimum amount to produce – and the best price we are likely to be able to charge.

► How using ICIS helps me

ICIS pricing keeps me in close touch with the market at all times. Small moves in the market can make significant differences to our competitiveness as a supplier, and our profitability too – that's where ICIS price alerts are particularly helpful. News of the latest deals to be concluded in the market are also essential reading for me, as are regular industry capacity updates, including stoppages, slow-downs and start-ups. Also of interest to me are ICIS conferences – the chance to meet others in the industry, and gain greater knowledge of where markets are heading.

