

# Marketing Due Diligence For a Chemical Supplier

*Opportunity / risk assessment from the market's and customer's perspective*



## Task

A chemical company produces raw materials for battery applications. They require an analysis that will determine the realistic market opportunities for these chemicals.

For this purpose, a marketing due diligence investigation needs to be initiated providing the basis for a strategic alignment for a unit of the company.

The purpose of such marketing due diligence investigations is to provide a basis for a re-positioning of the company possibly leading to merger and acquisition activities.

For M&A activities, the investigation focus is not on the commercial viability but, the sustainability of their current technology.

## Objective

To assemble all necessary information regarding the current expected market volume of advanced battery materials and in the near future, *i.e.* the next five years.

Additionally, future trends and application potentials will need to be evaluated.

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## Methods

- ◆ Primary and secondary research such as database queries and internet investigations.
- ◆ Determine market participants and conduct telephone interviews regarding their interest in innovative battery compounds.
- ◆ Interviews with traders on the marketplace for metals.
- ◆ Interviews with experts from R & D institutions and universities.
- ◆ Compilation of the individual results and issue a summary report.

## Result

The client received an extensive report containing market-based information crucial to future investment decisions for electrode materials.

This study acted as an information base for the executive board of the chemical company.