

Examination of a partnership between an energy service provider and a bank to win customers in the breweries, food and chemical industry



Task

A company from the energy services sector wants to expand their customer base into the energy-intensive industries of breweries, foods, chemicals, raw materials manufacturing, plastics and packaging materials (paper / corrugated board).

This idea is to partner with banks not by offering physical delivery, but by a hedging, so that the energy service provider can offer more innovative products to the above industries.

Objective

Determine the willingness of the target industries to open up to new energy services comprising innovative products in the energy sector and a possible coupling of energy price and value-adding factors (aluminium, paper, sugar *etc.*).

The strategic basis for a successful market cultivation should construe from the results. Determine the likely market size for the new products.

Methods

- ◆ Working with the customer, develop a questionnaire.
- ◆ Conducting interviews with partners from the defined target group.
- ◆ Survey the requirements and conditions for the improvement of the individual market potential.
- ◆ Evaluate the interviews and conduct a detailed analysis of the needs of those contacted and their willingness to use additional innovative products.

Result

Strategic options for market positioning and product development were outlined.

A five year trend forecast was calculated for the development of derivatives based on the results of the market study.