



## **APAC TDAE Market Demand & Pricing Modelling**

### **Overview**

A global petrochemical company required insight into the developing TDAE market in the APAC region.

### **Objectives**

Determine past, present and future TDAE market demand in the APAC region and for specific countries of interest.

Develop a TDAE market pricing model for the APAC region and for specific countries of interest.

### **Actions**

- A demand model was developed in a step-wise collaborative process.
- The model was fine-tuned for one specific country prior to regional roll out.
- The model was rolled out for the APAC region and for other specific countries.

### **Outcome**

A written report was provided detailing methodology, assumptions and a breakdown and instructions for the final marketing model.

The market model was provided as an interactive Excel Workbook.