

Global Carbon Black Manufacturers –Rubber Goods Segment Capability Study

Overview

A corporate client wanted to benchmark the capability of global carbon black suppliers relating to their ability to serve the rubber goods segment.

Objectives

Provide a detailed study of global carbon black suppliers relating to their ability to serve the past, present and future rubber goods segment.

Actions

- A detailed report was generated split by major supplier based on the following:
 - An overview of global capabilities and infrastructure
 - Product development history and future prospects
 - Infrastructure and organisation supporting the rubber goods segment
 - Estimated sales splits
 - Growth strategies
 - SWOT analysis
- A draft report was submitted and approved
- The report was presented by telecom to upper management

Outcome

A detailed report was prepared and submitted in draft form for pre-approval.

The final report was completed (with minor changes and updates) and submitted prior to the deadline.

Questions and queries were answered during a 1 ½ hour conference call.