

CASE STUDY: DISTRIBUTION OF BIOCIDES IN CHINA



FrontierView identified four potential distributors with the motivation and capabilities Beta required to expand its biocides business in China

CHALLENGE

Company Beta was recently launched as a subsidiary of a chemical company and needed to assess and improve its distribution network across its markets. Given that partner registration was still with the parent company after the spin-off, Company Beta needed to vet and engage new partners to build the right portfolio of partners in China

APPROACH

FrontierView supported Beta identifying, vetting, and engaging potential partners through a two-step process:

- Deploying both secondary and primary research to build a list of candidates that met Beta's requirements related to: experience selling biocides, types of companies distributed to, geographic coverage, competitor brands sold, inventory, and willingness to partner with Company Beta
- Collaborating with Beta in narrowing down the long list to 3-4 candidates for further research
- Conducted in-depth interviews with top distributors to gauge interest and fit with Beta's needs and objectives and build detailed profiles

RESULTS

Company Beta had a list of four potential distributors with the motivation and capabilities Beta required to expand its biocides business in China. FrontierView profiles provided Beta with an overview of each candidate's strengths, weaknesses, and degree of fit with Beta's priorities allowing comparison and decision making



FrontierView identified, vetted, and engaged potential partners based on their fit to Beta's business

Criteria	Company A	Company B	Company C	Company D
Has experience selling biocides?	✓	✓	✓	✓
Geographic coverage				
Competitor brands sold	• _____ • _____ • _____	• _____ • _____ • _____	• _____ • _____ • _____	• _____ • _____ • _____
Can hold three months of inventory?	✓	✓	✓	✗
Willing to partner with Company Alpha?	✓	✓	✓	✓

Company Delta

Industry Chemicals

Geography China

Size > US\$ 11 billion

Relationship 3 years