

Chemical

**Want to forecast
competition in chemical
markets?**



Chemical

Competitive dynamics and their effect on price is the number one issue for chemical manufacturers. The impact of failing to evaluate and re-evaluate these issues on an ongoing basis can be severe.

Understanding the dynamics of price and competition in chemical industries is difficult. Most analysis tools are focused inward, on a company's own processes. MarketPoint provides a modeling system to focus your attention both outward as well as inward, allowing companies to optimize for the future with an understanding of changing market competition.

MarketPoint was established in 1996 to create a general purpose software platform for modeling the economics of commodity industries. We specialize in forecasting based on economic first principles and an understanding of competitor's infrastructure and technologies. We provide the software, data, training and support to enable your staff to model price competition in chemical markets. Contact us and ask to see our demonstration of analysis in chemical industries.

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