JUPITER PRIME

Consulting • Training • Advisory

جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

Advanced Mini MBA in Specialty Chemicals Business Training Course

2 – 13 May 2027
Istanbul

Advanced Mini MBA in Specialty Chemicals Business Training Course

Ref: 219_6737 **Date:** 2 – 13 May 2027 **Location:** Istanbul **Fees:** 9000 GBP

Advanced Mini MBA in Specialty Chemicals Business is a 2-week training course for chemical business unit managers, specialty product managers and commercial leaders, ending with a specialty chemicals business unit plan that sets portfolio, pricing and stewardship actions. Formulators and specialty producers face customers who buy performance rather than tonnage, while hazard rules tighten around every product. Jupiter Prime Training delivers this course for specialty chemicals leaders.

Why Mini MBA in Specialty Chemicals Business Matters Now

Three forces are reshaping specialty chemical margins. Customers in coatings, personal care, water treatment and oilfield chemicals expect formulations that prove performance in their own process, so technical service now drives revenue as much as the molecule. Long product lists with small batches erode profit unless cost to serve is visible by customer and SKU. Hazard classification, safety data sheet duties and substance restrictions also widen, and a weak stewardship file can remove a product from sale. Units that price on value-in-use and prune tail products grow margin; those that copy commodity habits compete on price alone. The course draws on international chemical hazard classification and labelling frameworks, described in general terms.

Who Gains Most from Mini MBA in Specialty Chemicals Business

- Leaders accountable for a specialty business unit's margin and growth
- Managers who own product lines, launches and the tail of the portfolio
- Commercial heads who set price lists, discounts and key account terms
- Technical service and applications leads who turn laboratory results into customer value
- Stewardship and regulatory leads who keep products registered, labelled and saleable

A specialty business unit gains most when its general manager, a product manager and its stewardship lead attend together and test the same portfolio choices.

Mini MBA in Specialty Chemicals Business Capabilities

Participants leave able to judge each formulation, customer and market by the margin it earns and the obligations it carries.

- Assess whether a product line follows specialty or commodity economics — portfolio investment and exit choices
- Calculate value-in-use for a formulation against the customer's alternative — price setting and negotiation stance
- Build cost-to-serve profiles by customer, pack size and SKU — account terms and minimum order rules
- Weigh stewardship exposure from hazard classification and substance restrictions — product continuation and reformulation
- Test working capital, batch economics and tolling options — operations finance decisions with plant leaders
- Communicate a business unit case with clear assumptions — executive boards approving growth funding

Key Mini MBA in Specialty Chemicals Business Terms

- Specialty chemical — a product sold on its performance in a customer application rather than on chemical composition and volume.
- Value-in-use — the economic benefit a formulation delivers to the customer compared with the next alternative they could buy.
- Cost to serve — every cost of supplying one customer, including technical support, small packs, logistics and order handling.
- Product stewardship — the responsible management of a chemical's health, safety and environmental effects across its life cycle.
- Safety data sheet — a standard document describing a substance's hazards, safe handling and emergency measures for users.
- Portfolio tail — the low-volume products and SKUs that add complexity yet contribute little margin.

Mini MBA in Specialty Chemicals Business Day by Day

Day 1: Specialty and Commodity Economics

- Specialty Versus Commodity Business Model Map — Where Each Product Line Competes
- Customer Application Segments — Coatings, Personal Care and Water Treatment Examples
- Formulator and Molecule Maker Positions — Bargaining Power Along the Chain
- Specialty Margin Drivers — Technical Service, Speed and Customisation
- Commoditisation Warning Signals — When Differentiation Is Eroding

Day 2: Strategy for Specialty Chemical Units

- Five Forces Applied to Formulated Products — Attractiveness of Each Segment
- Customer Intimacy Versus Product Leadership Choices — Positioning the Unit
- Adjacency Mapping for New Applications — Growth Beyond Current Customers
- Competitor Formulation Benchmarking — Response to Rival Launches
- Business Unit Strategic Objectives — Linking Growth Targets to Segments

Day 3: Product Portfolio Decisions

- Portfolio Matrix for Specialty Lines — Invest, Maintain or Exit
- SKU Rationalisation and Tail Pruning — Complexity Against Contribution
- Stage-Gate for New Formulations — Funding Decisions at Each Gate
- Product Life Cycle Margin Curves — Timing Reformulation and Replacement
- Application Laboratory Capacity Allocation — Prioritising Customer Projects

Day 4: Value-Based Pricing

- Value-in-Use Calculation Methods — Customer Savings and Performance Gains
- Price Waterfall Analysis — Locating Discount and Rebate Leakage
- Price Differentiation by Segment and Pack — Capturing Willingness to Pay
- Raw Material Pass-Through Clauses — Protecting Margin Under Input Swings
- Pricing Governance and Approval Levels — Discipline Across Sales Teams

Day 5: Cost to Serve and Customer Profitability

- Activity-Based Costing for Specialty Orders — True Cost by Customer
- Customer Profitability Whale Curve — Accounts That Destroy Margin
- Pack Size, Minimum Order and Logistics Rules — Terms That Recover Cost
- Technical Service Charging Models — Paid Support Versus Bundled Help
- Key Account Plans for Formulated Products — Joint Value Projects

Day 6: Product Stewardship and Chemical Safety Data

- Hazard Classification and Labelling Frameworks — Product Saleability by Market
- Safety Data Sheet Authoring and Updates — Downstream User Obligations
- Substance Restriction and Registration Screening — Portfolio Exposure Review
- Stewardship Management Systems and Audits — Customer and Community Trust
- Reformulation Triggers from Hazard Changes — Replacement Ingredient Choices

Day 7: Operations Finance for Specialty Producers

- Batch Size and Changeover Economics — Multi-Product Plant Scheduling
- Contribution Margin by Product and Plant Hour — Capacity Allocation
- Tolling and Contract Manufacturing Options — Make or Buy Choices
- Working Capital in Specialty Inventories — Stock Policy for Slow Movers
- Capital Requests for Specialty Assets — Payback on Flexible Equipment

Day 8: Commercial Organisation and Go-to-Market

- Distributor Versus Direct Sales Models — Channel Choice by Segment
- Technical Sales Capability Mapping — Skills for Value Selling
- Customer Qualification Cycles — Managing Long Approval Timelines
- Digital Ordering and Sample Requests — Lowering Cost of Small Accounts
- Sales Incentive Design — Rewarding Margin Rather Than Volume

Day 9: Growth, Innovation and Partnerships

- Open Innovation with Customers and Universities — Shared Formulation Projects
- Sustainable Product Claims and Bio-Based Ingredients — Evidence Buyers Accept
- Bolt-On Acquisition Screening — Fit with Existing Specialty Lines
- Intellectual Property and Formulation Know-How — Protecting Differentiation
- Scenario Planning for Specialty Demand — Testing Growth Assumptions

Day 10: Practising the Specialty Chemicals Business Unit Plan

- Business Model Diagnosis of a Chosen Unit — Specialty or Commodity Position
- Portfolio and SKU Decisions — Invest, Maintain and Exit Lists
- Pricing and Cost-to-Serve Actions — Value-in-Use and Account Terms
- Stewardship Exposure and Reformulation Priorities — Products at Risk
- Specialty Chemicals Business Unit Plan — Portfolio, Pricing and Stewardship Actions

Applying Mini MBA in Specialty Chemicals Business After the Course

- Run a price waterfall for the unit's ten largest accounts and present the discount leakage found to the commercial leadership with corrective terms.
- Lead a SKU rationalisation review of the portfolio tail, ranking products by contribution, cost to serve and stewardship exposure.

Mini MBA in Specialty Chemicals Business Questions FAQ

What is a Mini MBA in specialty chemicals business, and why does it matter now?

A Mini MBA in specialty chemicals business applies strategy, pricing, finance and stewardship to performance chemicals. It matters now because customers buy proven results, product lists grow costly and hazard obligations widen, so commodity habits no longer protect margin.

Which roles gain most from an advanced Mini MBA in specialty chemicals business?

Business unit managers, specialty product managers and commercial leaders gain most. They decide which formulations to fund or exit, how to price on customer value and how stewardship duties shape the product list.

How does an advanced Mini MBA in specialty chemicals business differ from a general Mini MBA?

It works only with specialty chemical economics. Participants calculate value-in-use, cost to serve by SKU, batch and tolling economics and stewardship exposure, using formulator cases rather than generic business examples.

What do you bring back from a Mini MBA in specialty chemicals business?

You bring back a plan for a business unit you know. It sets portfolio decisions, pricing and account terms, cost-to-serve actions and the stewardship priorities that protect saleability.

Mini MBA in Specialty Chemicals Business: The Way Forward

The specialty chemicals business unit plan first informs which product lines receive investment and which leave the portfolio. General managers, product managers and stewardship leads use it to align commercial and regulatory choices. After its first cycle, revisit the value-in-use assumptions behind its prices, because customer trial results and lost accounts will show where the estimate of customer benefit was wrong.