

The BTS Chemical Business Simulation

Objective

Experience the key business drivers and challenges of the Chemical business; learn, practice and apply the principles, behaviors and skills necessary to manage a Chemical business for success.

Audience

- Managers and employees of Chemical companies
- Sales organizations and account teams with Chemical companies as major clients

Business Issues

To successfully compete in a highly competitive and demanding global marketplace, Chemical companies must develop sales and marketing strategies that increase operational efficiency and drive profitability.

To provide solutions to clients in the Chemical industry, it is critical to have a comprehensive understanding of their business, their objectives and their challenges – those business challenges unique to their organization as well as those triggered by the industry and marketplace.

The BTS Chemical Business Simulation will enable participants to:

Articulate the key strategic and financial drivers of a Chemical company

Grow long term relationships with clients

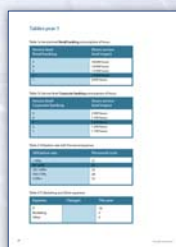
- Market segmentation
- Identify needs
- Monitor risk (currency)

Sustain profitability in a price and volume fluctuating business environment

- Capacity utilization
- Balance distribution channels
- Invest to raise awareness of the company's brand

Reduce cost of operations

- Logistics and transportations
- Energy costs

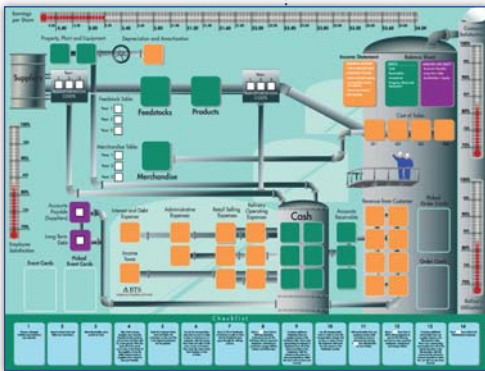




Solution

The BTS Chemical Business Simulation is a 1-day program that introduces the key challenges and business drivers of the Chemical business. The simulation is an interactive learning experience that places participants in realistic, problem solving scenarios. Given the opportunity to reason through these situations, participants learn, practice and apply the behaviors and skills that will enable them to manage a Chemical business more effectively and efficiently. To provide a deeper understanding of how their decisions directly impact the performance of the organization and to ensure the immediate application of new skills on the job, participants receive feedback and performance analyses at the end of each simulation session or year.

The BTS Chemical Business Simulation is designed to be experienced as either a stand alone learning solution or as part of a comprehensive training program. The comprehensive program includes group discussions, problem solving exercises and team activities that further reinforce the principles and skills that lead Chemical organizations to success.

The BTS Chemical Business Simulation and Comprehensive Training Program will enable your organization to:



- Understand the business model of managing a Chemical company
- Understand how your products and services enable your customers to meet their specific business goals and objectives
- Translate the key challenges of the Chemical industry into proactive forecasting and strategic decision-making
- Discover and leverage the most important drivers of profitability
- Maximize operational efficiency and excellence
- Create and deliver customer value

About BTS:

BTS partners with leading companies to accelerate change and improve business results. We are the world leader in customized business simulations and other discovery learning solutions that enable leading corporations to change, grow and succeed. BTS adds value for our Global Fortune 1000 clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. We have additional capability in Operational Excellence & Project Management and offer an innovative Engage for Change process. BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit www.bts.com.

Sampling of other BTS Clients

- Accenture
- Aetna
- AstraZeneca
- AT&T
- Bank of America
- Bell South
- Boeing
- Cisco Systems
- Coca-Cola
- Gap Inc.
- General Electric
- Hewlett-Packard
- Honeywell
- IBM
- ING
- Liberty Mutual
- Liz Claiborne
- Macy's Inc.
- McKinsey
- Microsoft
- Nokia
- Philips
- Sony
- Texas Instrument
- Time Warner
- Toyota Motor Company
- Vodafone
- Weyerhaeuser