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UC-2198

METALS DIVISION

April 11, 1979

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Subject: Strategic Planning - Asbestos

Good marketing data is essential in the formulation of a strategic plan for the Asbestos business. In preparation for the first meeting of the planning group, your efforts to develop such information will be appreciated. It is suggested that the market areas be categorized as:

1. Vinyl floor tile
2. Oil and gas well drilling mud
3. Mastics, caulks and sealants
4. Paint pigment suspension
5. Polyester resins for spraying applications
6. Paper applications

and any other categories you consider pertinent to the study.

The basic information required for each market area, or industry, is:

- UCC product(s) marketed
- Identify UCC competition and the products marketed by same.

If this information can be developed before the first meeting the initial consideration of the group will be expedited.

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As the planning process develops, additional information will be required for each marketing area. i.e.:

- The size of each market
- Percent participation by each participant
- Prospects for growth
- Impact of environmental regulations on the market growth.
- Present production capability for products in each area.

Your preparation in these areas will help to expedite the entire planning process.

R.W. Rebholz

RWRebholz:ac

Union Carbide trial exhibit UC-2198: R. W. Rebholz to W. B. De Atley and Others on Strategic Planning for the Asb... Published by AsbestosClaims.Law
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