

SECOND EDITION

STRATEGIC MANAGEMENT **for the** PLASTICS INDUSTRY

DEALING WITH GLOBALIZATION
AND SUSTAINABILITY



Roger F. Jones



CRC Press
Taylor & Francis Group

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Contents

Preface.....	xiii
Acknowledgments—Second Edition	xv
The Author	xvii
Suggested Reading.....	xix
1. Introduction.....	1
1.1 Why a Management Book for the Plastics Industry	1
1.2 Management as a Career.....	3
1.3 What Six Things Management Must Do	7
1.3.1 Organize the Business to Meet Market and Customer Needs.....	8
1.3.2 Recognize and Manage Change	8
1.3.3 Develop Company Goals and Get Everyone on Board with the Plan.....	10
1.3.4 Continuously Appraise Performance and Provide Feedback.....	11
1.3.5 Lead by Example.....	12
1.3.6 Ensure That the Business Is Increasingly Profitable.....	12
2. Foundations of the Industry’s Segments.....	17
2.1 Polymer Manufacturing.....	17
2.1.1 Technology.....	17
2.1.2 Scale and Integration.....	18
2.1.3 Routes to Market.....	19
2.1.3.1 Direct Sales.....	20
2.1.3.2 Distributors and Brokers.....	20
2.2 Compounding—Key Factors	21
2.2.1 Technology.....	21
2.2.2 Supplier Relationships	22
2.2.3 Geographic Dispersion for Customer Focus.....	22
2.3 Distribution—Key Factors	23
2.3.1 Customer Relationships	23
2.3.2 Supplier Relationships	24
2.3.3 Geographic Dispersion	25
2.4 Processing—Key Factors.....	26
2.4.1 Technology.....	26
2.4.2 Customer Relationships.....	26
2.5 Equipment, Additives, and Others	27
2.5.1 Technology.....	27

2.5.2	Critical Mass	27
2.5.3	Customer Relationships	28
3.	Technologies and Markets Shape a Company's Business.....	29
3.1	Technologies	29
3.1.1	Materials.....	29
3.1.1.1	Commodity and Semi-Commodity Materials ...	29
3.1.1.2	High-Performance and Unique Materials	31
3.1.1.3	Support Requirements.....	32
3.1.2	Processing Equipment.....	32
3.1.2.1	Equipment Types—Opportunities or Limitations?.....	33
3.1.2.2	Full Service versus Specialist	34
3.1.3	Patents, Trade Secrets, and Licensing	34
3.1.4	Regulatory and Environmental Issues	36
3.2	Markets.....	37
3.2.1	Packaging.....	37
3.2.2	Construction.....	38
3.2.3	Automotive	39
3.2.4	Electrical/Electronic.....	39
3.2.5	Consumer Goods	40
3.2.6	Industrial Components and Semifinished Shapes	41
3.2.7	Other.....	41
3.2.7.1	Medical	41
3.2.7.2	Aerospace and Military.....	41
4.	Company Culture, Organization, and Direction	43
4.1	Size Matters—It's Intertwined with Culture	43
4.1.1	Entrepreneurial Culture	45
4.1.2	Managerial Culture	46
4.1.3	Commodity Culture	46
4.1.4	Technology Culture.....	47
4.1.5	Nationality/Ethnic Cultures	48
4.2	Tailoring Organizational Form to Business Needs.....	49
4.2.1	Organizing by Function.....	49
4.2.2	Organizing by Product	50
4.2.3	Organizing by Market.....	51
4.2.4	Organizing by Geography.....	52
4.2.5	Hybrid Organizations	52
4.3	People Management.....	53
4.4	The Board of Directors	55
5.	Managing for Success	59
5.1	Planning for Success.....	59
5.2	Managing and Integrating Functions	60

5.2.1	Research & Development	61
5.2.2	Sales and Marketing.....	63
5.2.3	Manufacturing	64
5.2.4	Administration.....	66
5.3	Managing Costs.....	67
6.	Managing Globally and Sustainably	69
6.1	What Is Globalization and What Is Its Effect?	69
6.1.1	Globalization and Sectors of the Plastics Industry	73
6.1.1.1	Machinery	73
6.1.1.2	Processing.....	74
6.1.1.3	Polymer Manufacturing.....	74
6.1.1.4	Compounding.....	75
6.1.1.5	Summary	75
6.1.2	Strategies to Take Advantage of Globalization.....	75
6.1.2.1	Weighting Defense versus Offense	75
6.1.2.2	Things to Avoid or Beware of When Buying Globally.....	77
6.1.2.3	Competing Globally through Partnerships.....	78
6.2	Managing Sustainably.....	79
6.2.1	Separating Wishful Thinking from Reality with Respect to Sustainability.....	79
6.2.2	Finding a Consistent, Practical Definition of Sustainability	82
6.2.3	Green Polymers	83
7.	Staffing for Success	87
7.1	Recruiting.....	87
7.1.1	Education	89
7.1.2	Experience.....	90
7.1.3	Personality Traits	92
7.1.4	References	92
7.1.5	Employment Agreements	93
7.2	Training	95
7.2.1	Job Enrichment and Rotation.....	95
7.2.2	Continuing Education	96
7.3	Compensation and Reviews	97
7.4	Promotions	98
7.5	Firing and Laying Off Personnel	99
7.5.1	Firing and Laying Off Outside the United States	102
7.6	Using Temporary Personnel.....	103
7.7	Retention	104
7.8	Plant and Laboratory Nonprofessional Personnel	105
7.8.1	Unions.....	106

8. Tools for Management	109
8.1 Analyzing Your Business.....	109
8.1.1 Current Relative Profitability	110
8.1.2 Relative Profitability Potential	112
8.2 Benchmarks for Allocation of Costs.....	113
8.2.1 Polymer Manufacturer.....	114
8.2.2 Compounder.....	115
8.2.3 Distributor.....	115
8.2.4 Processor	116
8.2.5 Machinery Manufacturer	117
8.3 Measuring Your Results.....	117
8.3.1 Achievements versus Planned Goals.....	117
8.3.2 Financial Statements and Stock Valuation	118
8.3.3 Customer Satisfaction.....	118
8.3.4 Competitive Rankings and Analysis	119
9. The Role of Acquisitions, Joint Ventures, and Divestitures	123
9.1 Access to Markets.....	124
9.2 Access to Technology	125
9.3 Manufacturing Capacity.....	126
9.4 Integrating Acquisitions into Existing Operations	126
9.5 When Not to Acquire	127
9.6 Acquisitions versus Joint Ventures.....	130
9.7 Divestitures.....	131
9.8 The Challenges of Being Acquired.....	132
9.8.1 Selling Your Company	133
9.8.2 Surprise—Your Company Has Been Sold!.....	134
10. Case Studies	135
10.1 BASF—Using Breadth of Product Line and Manufacturing Integration.....	135
10.1.1 BASF’s History in Plastics.....	136
10.1.2 The Effect of “Verbund” (Integration) on Product Line.....	137
10.2 Victrex—A High Polymer Company.....	138
10.3 LNP Engineering Plastics—Global Compounding	139
10.3.1 LNP’s History	140
10.3.2 LNP’s Business Strategies.....	141
10.3.2.1 Focus on Customer Needs	141
10.3.2.2 Decentralize Manufacturing	142
10.3.2.3 Regional Management, Globally Coordinated.....	143
10.3.2.4 Patented Technology for Marketing Strength	144

- 10.4 Modified Plastics—Regional Compounding 144
 - 10.4.1 Using a Time Zone against Larger Competitors 145
- 10.5 Maguire Products—Auxiliary Machinery 146
- 10.6 Common Threads 146

- 11. Summary 149**

- Index 151**