Chemiphos is a leading, South African chemical manufacturing and distribution company. Chemiphos is an autonomous business unit within the Chemserve Group, the largest specialty chemicals organisation in Southern Africa. Chemiphos consists of two divisions focusing on the Phosphoric Acid and Construction Chemicals sectors. Chemiphos prides itself on its long standing & evolving business partnerships with local & international market leaders.

The company’s construction market segment was recently branded ‘Constructichem’, and aims to become the principal supplier to the construction industry. It has enhanced its offering so that it can take a ‘full basket’ approach to meeting the sector’s chemical needs.

As part of our strategy to accelerate the profitable growth of the Constructichem Division, we invited Xybanetx to conduct an independent evaluation of our sales and marketing strategy, value proposition, processes, structure and skills, with a view to identify current strengths and weaknesses and key constraints. Following their analysis, it was clear to us that we needed to upgrade our capabilities as well as management systems to reflect the increased complexity of the business and to fulfill our aspirations in terms of market share and margins.

We accordingly set up a joint Programme with Xybanetx that would develop and implement optimised capabilities in critical areas such as pricing, inventory management, sales activity planning and management, new business generation and marketing intelligence.

As a result of working together with Xybanetx we have achieved sustainable improvements in gross profit, trading margins and inventory management over last year, despite the extremely difficult business conditions in 2009. In addition, we firmly believe that we have a much stronger foundation to exploit the expected rebound in the economy going forward into 2010.

Dean Mulqueeny
Managing Director