

# PTIT Public Training Course

## HOW TO FORECAST DEMAND AND PRICE TOWARD MAXIMIZING PROFIT

(6<sup>th</sup> to PTIT Series of 6 Courses)

16-18 November, 2007  
11<sup>th</sup> Floor, Suntowers Building B  
Vibhavadi-Rangsit Road, Bangkok

**Khunying Thongtip Ratanarat**  
**Member of PTIT Foundation**  
**Board & Council of Trustee**  
**Petroleum Institute of Thailand**

### **COURSE OBJECTIVE:**

Understanding the fundamentals of a subject area is critical for confidence building. This course contains fundamental philosophy and rationale for the concept of profitability in relation to demand, cost and price. Appreciating the nature of these parameters will help the candidate become more confident in forecasting their future trends. This of course is an important support for business operations and decision making.

### **COURSE OUTLINE:**

#### **☑ PROFITABILITY: THE ULTIMATE GOAL**

- + What are the Ingredients of Profitability?
- + Look Ahead to Grow Profitability: General Concept of Forecasting
  - Chaos
  - Complexity

#### **☑ DEMAND: THE FOUNDATION OF BUSINESS**

- + Drivers of Petrochemical Demand Growth
  - Population Effect
  - Foreign Trade Effect
  - Economic Effect
- + Demand Forecasting: The "Naïve" Method
  - Forecast the Oil Price
  - Forecast GDP
  - Forecast Product Demand

#### **☑ SUPPLY: AT THE INVESTORS' DISCRETION PRICING AND PRICE FORECASTING**

#### **☑ PRICING AND PRICE FORECASTING**

- + Price in the Market Place
  - Prices and Market Behavior
  - Market Price Determining Mechanisms
  - Is there a Relationship between U.S. and Asian Petrochemical Prices?: Two Views
- + Price Forecasting: A Function of Cost and Margin
  - Price Build-Up and Its Nature
  - Cost: Components and Learning Curve
  - Cash Margins: Profitability and Operating Rate/Tightness Index
  - Price Forecasting Methodology



Petroleum Institute of Thailand

Please register the following delegate(s) for the Public Training Course: 16-18 Nov 07

Name (อังกฤษ) \_\_\_\_\_  
(ไทย) \_\_\_\_\_

Position (อังกฤษ) \_\_\_\_\_  
(ไทย) \_\_\_\_\_

Email/อีเมล \_\_\_\_\_

Tel/โทรศัพท์ \_\_\_\_\_ Fax/แฟกซ์ \_\_\_\_\_

Company Name (อังกฤษ) \_\_\_\_\_  
(ไทย) \_\_\_\_\_

Address (อังกฤษ) \_\_\_\_\_  
(ไทย) \_\_\_\_\_

## REGISTRATION FEE:

- Non-PTIT Member                      BHT 33,000 + VAT 2,310 = 35,310
- PTIT: Full Member                      BHT 23,100 + VAT 1,617 = 24,717
- PTIT: Ordinary Member              BHT 26,400 + VAT 1,848 = 28,248

E16/2007

## PAYMENT DETAILS

- By crossed cheque or bank draft made payable to “**Petroleum Institute of Thailand**” and mail your payment with this registration form to PTIT.
- Wire transfer into the account of “**Petroleum Institute of Thailand**”  
Bank Name: Krung Thai Bank Public Co., Ltd.                      Tax Number: 3108014757  
Account No. 071-1-02562-2                      Branch: Petroleum Authority                      Swift Code: KRTHTHBK CHIP 007895

## ADMINISTRATIVE DETAILS

**Venue:** 11<sup>th</sup> Floor, Suntowers Building B, Viphavadi-Rangsit Road, Bangkok, Thailand, Tel: 0 2273 8333 #1013

**Course Hours:** 9.00 – 17.00 hrs. (Registration 8.30 hrs.)

**Important Note:** Payment is required with registration and must be received prior to the course date to guarantee your seat. Walk-in delegates with full payment will only be admitted on the basis of space availability.

**Cancellation Policy:** A delegate may be substituted for free of charge. A full refund, less 10% administrative charge, will be given if cancellation is received in writing at least 15 working days prior to the training course. A complete set of documentation and a 50% refund will be given for cancellation is received in writing at least 7 working days prior to the training course. Regrettably, no refund can be made for cancellation received less than 7 days prior to the training course. A complete set of documentation will however be sent to you.

**Disclaimer:** PTIT reserves the right to change, substitute or cancel any part of the program.

**Enquiries:** Please contact Khun Chutima T. at Tel: +66 2537 3769, +66 2537 3592-8 if you need more information about the course, or visit our website at <http://www.ptit.org>

**3 Easy Ways to register:** Complete and return your form to Petroleum Institute of Thailand

- Fax: +66 2537 3591    ▪ Email: [chutima@ptit.org](mailto:chutima@ptit.org), [hrd@ptit.org](mailto:hrd@ptit.org)
- Post: 18<sup>th</sup> Floor, PTT Building, 555 Vibhavadi-Rangsit Road, Chatuchak, Bangkok 10900, Thailand

## PTIT TRAINING COURSES 2007: The Hydrocarbon Business Series consists of six courses:

1. Introduction to Petroleum and Petrochemical Businesses
2. Understanding the Oil Business
3. Natural Gas & Businesses in Its Value Chain
4. Understanding the Petrochemical Industry & the Lurking Issues
5. Get to Know Your Feedstock Opportunities
6. How to Forecast Demand and Price toward Maximizing Profit

*PTIT strongly recommends that the courses should be taken as a whole series (start with No. 1 or No. 2 to No. 6) in the sequence set above in order to maximize understanding and get a clear perspective of the total hydrocarbon business value chain.*