

2013 Global Agrochemical Companies Marketing Strategies

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Abstracts

This new report from Venture Planning Group analyzes marketing strategies of world's leading agrochemical companies, including:

Promotional activities

Distribution approaches

Product service and support

Customer relations

The companies analyzed in the report include BASF, Bayer, Dow, DuPont, Makhteshim-Agan, Monsanto, Nufarm, Sumitomo, and Syngenta.

Contains 30 pages

Contents

1. BASF
2. BAYER
3. DOW
4. DUPONT
5. FMC
6. MAKHTESHIM
7. MONSANTO
8. NUFARM
9. SUMITOMO
10. SYNGENTA

FOR EACH COMPANY, THE REPORT PROVIDES:

Major promotional strategies.
Distribution approaches.
Product service and support
Customer relations

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