

# 2014 Bayer in the Worldwide Agrochemicals Market

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## Abstracts

This strategic assessment of Bayer, one of the world's leading agrochemical companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The new report from Venture Planning Group presents a comprehensive analysis of the company's performance, capabilities, goals and strategies in the global agrochemical market.

Contains 66 pages and 17 tables

## Contents

### **SECTION I: EXECUTIVE SUMMARY**

A 3-5 page synopsis of key sections.

### **SECTION II: BUSINESS ORGANIZATION**

History of the company's agrochemical business evolution, which is important to understanding the corporate culture, management mentality and strategies.

Recent acquisitions, divestitures and major organizational changes.

Current organizational structure.

### **SECTION III: SENIOR MANAGEMENT**

Names, titles and background of key executives.

### **SECTION IV: FACILITIES AND EMPLOYEES**

Administrative, manufacturing and R&D facilities in the U.S. and abroad.

Manufacturing practices.

New plants under construction.

The U.S. and international work force size and distribution.

### **SECTION V: TECHNOLOGICAL KNOW-HOW**

Internally developed and acquired agrochemical and related capabilities.

Proprietary technologies and patent litigation.

### **SECTION VI: PRODUCT PORTFOLIO**

Review of major product lines.

Applications, advantages and weaknesses of leading products.

### **SECTION VII: MARKETING TACTICS**

Promotional tactics.

Distribution approaches.

Product service and support.

Customer relations.

## **SECTION VIII: FINANCIAL ANALYSIS**

Estimated sales by division, geographic region and product line.  
Five-year sales and operating profit performance.

## **SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS**

Estimated R&D budget.  
Research facilities and staff.  
New technologies, products and applications in development.

## **SECTION X: COLLABORATIVE ARRANGEMENTS**

Joint ventures, distribution, O.E.M. and licensing partners, both industrial and academic.  
Terms of collaborative agreements and specific products involved.

## **SECTION XI: STRATEGIC DIRECTION**

Specific business, new product development and marketing strategies.  
Anticipated acquisitions, joint ventures and divestitures.

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