

2015-2019 Future Horizons and Growth Strategies in the Global Computed Tomography (CT) Market: Strategic Assessments of Leading Suppliers

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Abstracts

This report provides diagnostic imaging industry executives with strategically significant competitor information, analysis and insight crucial to the development and implementation of effective business, marketing and R&D programs. The report includes information not available from any other published source, such as CT sales, profit, placements and installed base by supplier.

The companies analyzed in this report include General Electric, Hitachi, Philips, Shimadzu, Siemens, and Toshiba.

Report Objectives:

To establish a comprehensive, factual, annually updated and cost-effective information base on performance, capabilities, goals and strategies of the world's leading CT system suppliers.

To help current suppliers realistically assess their financial, technological and marketing capabilities vis-à-vis the leading competitors.

To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.

To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

Contains 687 pages and 60 tables

Contents

SECTION I: EXECUTIVE SUMMARY

A 3-5 page synopsis of key sections.

SECTION II: BUSINESS ORGANIZATION

History of the company's orthopedics business evolution, important to the understanding of the corporate culture and strategies.

Most recent acquisitions, divestitures and organizational changes.

Current organizational structure.

SECTION III: SENIOR MANAGEMENT

Profiles 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.

U.S. and international workforce size and distribution.

SECTION V: TECHNOLOGICAL KNOW-HOW

Internally developed and acquired technologies.

Technical expertise in biotechnology, engineering and other pertinent fields.

SECTION VI: PRODUCT PORTFOLIO

Review of major product lines.

Specifications and features of current products.

SECTION VII: MARKETING TACTICS

The U.S. and international sales force size.

Distribution approaches.

Major promotional tactics.

SECTION VIII: FINANCIAL ANALYSIS

Five-year sales and operating profit performance.

Sales estimates by geographic region, market segment and product line.

SECTION IX: R&D EXPENDITURES AND MAJOR

R&D budget.

Research facilities and staff.

New technologies, products and applications in development

SECTION X: COLLABORATIVE ARRANGEMENTS

Major 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

Business, new product development and marketing strategies.

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