

# 2015-2019 Future Horizons and Growth Strategies in the Global Fungicides Market: Strategic Assessments of Leading Suppliers

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## Abstracts

This new report from VPGMarketResearch analyzes marketing strategies of the world's leading agrochemical companies.

The report contains 378 pages, 43 tables and provides agrochemical industry executives with strategically significant competitor information, analysis and insight, critical to the development and implementation of effective marketing and R&D programs. In a highly dynamic and fragmented fungicides market, besieged by intense competition, the ability to anticipate new product introductions and marketing strategies is particularly important and spells the difference between success and failure.

The companies analyzed in the report include ADAMA, Bayer, FMC, Monsanto, Nufarm, Sumitomo and Syngenta.

## REPORT OBJECTIVES

To establish comprehensive, factual and cost-effective information base on performance, capabilities, goals and strategies of the world's leading fungicides companies.

To help current suppliers realistically assess their technological and marketing capabilities vis-a-vis leading competitors.

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

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

To identify least competitive market niches with significant growth potential.

The report is based on a combination of primary and secondary information sources, including VPGMarketResearch's proprietary database, developed during the firm's continuous monitoring of the agrochemical industry, as well as over 100 syndicated studies and numerous consulting assignments. The database contains current information on major agrochemical companies, technologies, products and executives worldwide.

Contains 378 pages and 43 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, product line and geographic region.  
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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