

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

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Abstracts

This new report from VPGMarketResearch provides strategic directions of leading specialty chemicals companies. The report presents insightful strategic assessments, including:

Specific business, new product development and marketing strategies.

Strengths and weaknesses.

Anticipated acquisitions, joint ventures and divestitures.

The companies analyzed in the report are AkzoNobel, BASF, Clariant, Dow Chemical, Evonik, Monsanto, Sherwin-Williams, Solvay.

Contains 56 pages

Contents

SECTION I: EXECUTIVE SUMMARY

A 3-5 page synopsis of key sections.

SECTION II: BUSINESS ORGANIZATION

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

Most recent M&A activity and significant organizational changes.

Current organizational structure.

SECTION III: SENIOR MANAGEMENT

Names, titles and background of key executives.

SECTION VI: FACILITIES AND EMPLOYEES

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

Manufacturing practices.

New plants under construction.

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

SECTION V: TECHNOLOGICAL KNOW-HOW

Internally developed and acquired technologies, and other related capabilities.

Proprietary processes and patent litigations.

SECTION VI: PRODUCT PORTFOLIO

Extensive review of major product lines.

SECTION VII: MARKETING TACTICS

Major 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 and products 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

Specific business, new product development and marketing strategies.
Strengths and weaknesses, e.g., managerial, organizational, marketing and product development.
Anticipated acquisitions, joint ventures and divestitures.

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