

2015 Competitive Intelligence: Bayer in the Global Agrochemical Sector

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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 VPGMarketResearch.com presents a comprehensive analysis of the company's performance, capabilities, goals and strategies in the global agrochemical market.

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.
Contains 66 pages and 17 tables

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