

2015 Firmenich in the Global Flavor and Fragrance Market: Strategic Direction, Marketing Tactics, Technological Know-How

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Abstracts

A strategic assessment of Firmenich, one of the world's leading flavor and fragrance companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs.

The report presents a comprehensive analysis of the company's performance, capabilities, goals and strategies in the global flavor and fragrance market.

Contains 47 pages and 5 tables

Contents

I. EXECUTIVE SUMMARY

II. OWNERSHIP

III. BUSINESS EVOLUTION

IV. ORGANIZATION AND MANAGEMENT

V. MAJOR FACILITIES

VI. PRODUCT PORTFOLIO AND TECHNOLOGICAL KNOW-HOW

VII. MARKETING CAPABILITIES

VIII. FINANCIAL ANALYSIS

IX. STRENGTHS AND WEAKNESSES

X. STRATEGIC DIRECTION

List Of Tables

LIST OF TABLES

Table 1: Firmenich Operations by Country

Table 2: Firmenich Fragrance Introductions

Table 3: Firmenich Sales and Operating Profit Growth

Table 4: Firmenich Sales Growth by Geographic Region

Table 5: Firmenich Sales Growth by Product Category

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