

# **2015 Frutarom 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 23 pages and 5 tables

## Contents

### **SECTION I: EXECUTIVE SUMMARY**

A 4 - 9 page synopsis of key sections.

### **SECTION II: OWNERSHIP**

Background of parent companies, private owners, and shareholder information.

### **SECTION III: BUSINESS EVOLUTION**

History of the company's formation, which is important to understanding the corporate culture, management mentality, and future strategies.

Business evolution milestone charts.

### **SECTION IV: ORGANIZATION AND MANAGEMENT**

Most recent acquisitions, divestitures, and organizational changes.

Current organizational structure.

Background of senior managers.

### **SECTION V: MAJOR FACILITIES AND EMPLOYEES**

Production, compounding, creative, and R&D facilities by country.

Workforce size.

### **SECTION VI: PRODUCT PORTFOLIO AND TECHNOLOGICAL KNOW - HOW**

Major products and services, including fragrances (fine, technical), flavors, aroma - chemicals (high - volume standard products, high - volume specialties, low - volume specialties), essential oils, and others.

Know - how in chemical technology, biotechnology, aromacology and related fields.

### **SECTION VII: MARKETING CAPABILITIES**

Sales force size by country.

Major sale office locations.

Marketing tactics.

## **SECTION VIII: FINANCIAL ANALYSIS**

Sales estimates by product category and geographic region.  
Five - year sales and operating profit performance.

## **SECTION IX: STRENGTHS AND WEAKNESSES**

Organizational  
Technological  
Marketing  
Financial

## **SECTION X: STRATEGIC DIRECTION**

Business goals and strategies, including internal expansion, acquisitions, and divestitures.

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