

2015 Kansai Paint in the Global Paint and Coatings Market: Strategic Direction, Marketing Tactics, Technological Know-How

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Date: July 2015

Pages: 31

Price: US\$ 1,960.00 (Single User License)

ID: 25BD26868FDEN

Abstracts

The strategic assessment of Kansai Paint, one of the world's leading paints and coatings 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 paints and coatings market.

Contains 31 pages and 4 tables

Contents

I. EXECUTIVE SUMMARY

II. BUSINESS ORGANIZATION

III. SENIOR MANAGEMENT

IV. FACILITIES AND EMPLOYEES

V. TECHNOLOGICAL KNOW-HOW

VI. PRODUCT PORTFOLIO

VII. MARKETING TACTICS

VIII. SALES AND PROFIT GROWTH

IX. R&D EXPENDITURES AND MAJOR PROGRAMS

X. COLLABORATIVE ARRANGEMENTS

XI. STRATEGIC DIRECTION

List Of Tables

LIST OF TABLES

Table 1: Kansai Paint Sales and Operating Profit Growth

Table 2: Kansai Paint Sales by Geographic Region

Table 3: Kansai Paint Sales Growth by Geographic Region

Table 4: Kansai Paint Sales by Product Line

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