

# Competitive Intelligence 2014: Akzo Nobel in the Global Paint and Coatings Sector



Phone: +44 20 8123 2220  
Fax: +44 207 900 3970  
office@marketpublishers.com  
<http://marketpublishers.com>

## Competitive Intelligence 2014: Akzo Nobel in the Global Paint and Coatings Sector

Date:	March 1, 2014
Pages:	45
Price:	US\$ 2,450.00
ID:	AB7075D8842EN

This strategic assessment of Akzo Nobel, 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 new report from Venture Planning Group presents a comprehensive analysis of the company's performance, capabilities, goals and strategies in the global paints and coatings market. Contains 45 pages and 8 tables

### Table of Content

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

A 3-5 page synopsis of key sections.

#### **SECTION II: BUSINESS ORGANIZATION**

History of the company's paint and coatings 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 paint and coatings 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.  
Strengths and weaknesses, e.g., managerial, organizational, marketing and product development.  
Anticipated acquisitions, joint ventures and divestitures.

### I would like to order:

**Product name:** Competitive Intelligence 2014: Akzo Nobel in the Global Paint and Coatings Sector  
**Product link:** <http://marketpublishers.com/r/AB7075D8842EN.html>  
**Product ID:** AB7075D8842EN  
**Price:** US\$ 2,450.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <http://marketpublishers.com/r/AB7075D8842EN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [http://marketpublishers.com/docs/terms\\_conditions.html](http://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**