

# **2016 Analogic: Global Challenges, Strategic Direction, Marketing Tactics, and Technological Capabilities in the Global Medical Device Sector**

<https://marketpublishers.com/r/ACD2A87C710EN.html>

Date: November 2015

Pages: 49

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

ID: ACD2A87C710EN

## **Abstracts**

The strategic assessment of Analogic, one of the world's leading diagnostic imaging 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 presents a comprehensive analysis of the company's performance, capabilities, goals, and strategies in the global diagnostic imaging market.

Contains 49 pages and 5 tables

## Contents

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

A 3-15 page synopsis of key sections.

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

History of the company's diagnostic imaging 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 diagnostic imaging and related technologies, including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others.

### **SECTION VI: PRODUCT PORTFOLIO**

Placements and installed base of major systems in the U.S. and abroad, by modality.

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 and operating profit 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, systems 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.

## I would like to order

Product name: 2016 Analogic: Global Challenges, Strategic Direction, Marketing Tactics, and Technological Capabilities in the Global Medical Device Sector

Product link: <https://marketpublishers.com/r/ACD2A87C710EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ACD2A87C710EN.html>

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

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.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

