

2015 CompetitiveWatch: Biomet in the Global Orthopedics Industry - Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction

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Abstracts

A strategic assessment of Biomet, one of the worlds leading orthopedics 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 companys performance, capabilities, goals and strategies in the global orthopedics market. Table of ContentsExecutive SummaryBusiness Organization Senior Management Facilities and Employees Technological Know-how Product Portfolio Marketing Tactics Sales and Profit Growth R&D Expenditures and Major Programs Collaborative ArrangementsStrategic Direction List of TablesBiomet Sales and Operating Profit GrowthBiomet Sales by Geographic RegionBiomet Sales Growth by Product GroupBiomet Sales by Product LineBiomet Sales Growth by Product LineContains 52 pages and 5 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

Table 1: Sales and Operating Profit Growth

Table 2: Sales by Geographic Region

Table 3: Sales Growth by Geographic Region

Table 4: Sales by Product Category

Table 5: Sales Growth by Product Category

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