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Competitive Intelligence 2014: Henkel in the Global Paint and Coatings Sector

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Abstracts

This strategic assessment of Henkel, 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 60 pages and 7 tables

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Contents

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.

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