

Competitive Intelligence 2015: World's Leading Flavor and Fragrance Companies - Strategic Directions, Marketing Capabilities, Product Portfolios and Technological Know-How

<https://marketpublishers.com/r/CE2A4F3A1B5EN.html>

Date: June 2015

Pages: 135

Price: US\$ 2,800.00 (Single User License)

ID: CE2A4F3A1B5EN

Abstracts

This new 135-page report from VPGMarketResearch.com provides strategic directions, marketing capabilities, product portfolios and technological know-how of world's leading flavor and fragrance companies. The report presents:

Business goals and strategies, including internal expansion, acquisitions, and divestitures.

Specific business, new product development and marketing objectives and strategies.

Major strengths and weaknesses.

Anticipated acquisitions, joint ventures and divestitures.

Sales force estimates by country.

Major sales office locations.

Distribution strategies.

Promotional tactics.

Products and services, including fragrances (fine, technical), flavors, aroma

chemicals (high-volume standard products, high-volume specialties, low-volume specialties), essential oils, and others.

Know-how in chemical technology, biotechnology, aromacology and related fields.

The companies analyzed in this report include Firmenich, Frutarom, Givaudan, T. Hasegawa, IFF, Mane, Robertet, Sensient, Symrise, and Takasago. Contains 135 pages

Contents

- 1. FIRMENICH**
- 2. FRUTAROM**
- 3. GIVAUDAN**
- 4. T. HASEGAWA**
- 5. IFF**
- 6. MANE**
- 7. ROBERTET**
- 8. SENSIENT**
- 9. SYMRISE**
- 10. TAKASAGO**

THE REPORT PRESENTS:

Business goals and strategies, including internal expansion, acquisitions, and divestitures.

Specific business, new product development and marketing objectives and strategies.

Major strengths and weaknesses.

Anticipated acquisitions, joint ventures and divestitures.

Sales force estimates by country

Major sales office locations

Distribution strategies

Promotional tactics.

Products and services, including fragrances (fine, technical), flavors, aroma chemicals (high-volume standard products, high-volume specialties, low-volume specialties), essential oils, and others.

Know-how in chemical technology, biotechnology, aromacology and related fields

I would like to order

Product name: Competitive Intelligence 2015: World's Leading Flavor and Fragrance Companies - Strategic Directions, Marketing Capabilities, Product Portfolios and Technological Know-How

Product link: <https://marketpublishers.com/r/CE2A4F3A1B5EN.html>

Price: US\$ 2,800.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CE2A4F3A1B5EN.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