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Competitive Intelligence 2014: Firmenich in the Global Flavor and Fragrance Sector

https://marketpublishers.com/r/C2FE277DBE6EN.html
Date: February 2014
Pages: 47
Price: US$ 1,960.00 (Single User License)
ID: C2FE277DBE6EN

Abstracts

This strategic assessment of Firmenich, one of the worlds leading flavor and fragrance companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The report from Venture Planning Group presents a comprehensive analysis of the companys performance, capabilities, goals and strategies in the global flavor and fragrance market. Contains 47 pages and 5 tables

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Contents

SECTION I: EXECUTIVE SUMMARY

A 4-9 page synopsis of key sections.

SECTION II: OWNERSHIP

Background of parent companies, private owners, and shareholder information.

SECTION III: BUSINESS EVOLUTION

History of the company's formation, which is important to understanding the corporate culture, management mentality, and future strategies.
Business evolution milestone charts.

SECTION IV: ORGANIZATION AND MANAGEMENT

Most recent acquisitions, divestitures, and organizational changes.
Current organizational structure.
Background of senior managers.

SECTION V: MAJOR FACILITIES AND EMPLOYEES

Production, compounding, creative, and R&D facilities by country.
Workforce size.

SECTION VI: PRODUCT PORTFOLIO AND TECHNOLOGICAL KNOW-HOW

Major products and services, including fragrances (fine, technical), flavors, aromachemicals (high-volume standard products, high-volume specialties, low-volume specialties), essential oils, and others.
Know-how in chemical technology, biotechnology, aromacology and related fields.

SECTION VII: MARKETING CAPABILITIES

Sales force size by country.
Major sale office locations.
Marketing tactics.

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SECTION VIII: FINANCIAL ANALYSIS

Sales estimates by product category and geographic region.
Five-year sales and operating profit performance.

SECTION IX: STRENGTHS AND WEAKNESSES

Organizational
Technological
Marketing
Financial

SECTION X: STRATEGIC DIRECTION

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

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