

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

<https://marketpublishers.com/r/C65252EA5F1EN.html>

Date: September 2015

Pages: 25

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

ID: C65252EA5F1EN

Abstracts

This strategic assessment of Syngenta, one of the world's leading agrochemical 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 agrochemical market. SECTION I: EXECUTIVE SUMMARYA 3-5 page synopsis of key sections. SECTION II: BUSINESS ORGANIZATIONHistory of the companys agrochemical business evolution, which is important to understandingthe corporate culture, management mentality and strategies. Recent acquisitions, divestitures and major organizational changes. Current organizational structure. SECTION III: SENIOR MANAGEMENTNames, titles and background of key executives. SECTION IV: FACILITIES AND EMPLOYEESAdministrative, 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-HOWInternally developed and acquired agrochemical and related capabilities. Proprietary technologies and patent litigation. SECTION VI: PRODUCT PORTFOLIOReview of major product lines. Applications, advantages and weaknesses of leading products. SECTION VII: MARKETING TACTICSPromotional tactics. Distribution approaches. Product service and support. Customer relations. SECTION VIII: FINANCIAL ANALYSISEstimated sales by division, geographic region and product line. Five-year sales and operating profit performance. SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMSEstimated R&D budget. Research facilities and staff. New technologies, products and applications in development. SECTION X: COLLABORATIVE ARRANGEMENTSJoint ventures, distribution, O. E. M. and licensing partners, both industrial and academic. Terms of collaborative agreements

and specific products involved. SECTION XI: STRATEGIC DIRECTIONS Specific business, new product development and marketing strategies. Anticipated acquisitions, joint ventures and divestitures. Contains 25 pages and 4 tables

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