

CompetitiveWatch Agrochemicals 2015: Marketing Strategies of Leading Suppliers

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Abstracts

For each company, the analysis presents:

Major promotional strategies.

Distribution approaches.

Product service and support.

Customer relations.

The companies analyzed in the report: ADAMA, BASF, Bayer, Dow, DuPont, FMC, Monsanto, Nufarm, Sumitomo, and Syngenta.

Contains 30 pages

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2. BASF

3. BAYER

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7. MONSANTO

8. NUFARM

9. SUMITOMO

10. SYNGENTA

FOR EACH COMPANY, THE REPORT PROVIDES:

Major promotional strategies.

Distribution approaches.

Product service and support

Customer relations

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