

## CompetitiveWatch: Firmenich

<https://marketpublishers.com/r/CC0FEA9339BEN.html>

Date: May 2013

Pages: 47

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

ID: CC0FEA9339BEN

### Abstracts

This strategic assessment of Firmenich, one of the world's 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 company's performance, capabilities, goals and strategies in the global flavor and fragrance market.

Contains 47 pages and 5 tables

## 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, 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.

### **SECTION VII: MARKETING CAPABILITIES**

Sales force size by country.

Major sale office locations.

Marketing tactics.

## **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.

## I would like to order

Product name: CompetitiveWatch: Firmenich

Product link: <https://marketpublishers.com/r/CC0FEA9339BEN.html>

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

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CC0FEA9339BEN.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