

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

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Abstracts

This strategic assessment of FMC, 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 ORGANIZATION**History 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 MANAGEMENT**Names, titles and background of key executives. **SECTION IV: FACILITIES AND EMPLOYEES**Administrative, 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-HOW**Internally developed and acquired agrochemical and related capabilities. Proprietary technologies and patent litigation. **SECTION VI: PRODUCT PORTFOLIO**Review of major product lines. Applications, advantages and weaknesses of leading products. **SECTION VII: MARKETING TACTICS**Promotional tactics. Distribution approaches. Product service and support. Customer relations. **SECTION VIII: FINANCIAL ANALYSIS**Estimated sales by division, geographic region and product line. Five-year sales and operating profit performance. **SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS**Estimated R&D budget. Research facilities and staff. New technologies, products and applications in development. **SECTION X: COLLABORATIVE ARRANGEMENTS**Joint 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 40 pages and 8 tables

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