

CompetitiveWatch: Symrise

<https://marketpublishers.com/r/CD898ADC86CEN.html>

Date: May 2013

Pages: 70

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

ID: CD898ADC86CEN

Abstracts

This strategic assessment of Symrise, 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 70 pages and 10 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: Symrise

Product link: <https://marketpublishers.com/r/CD898ADC86CEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CD898ADC86CEN.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