

Elanco 2019: Business Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction

<https://marketpublishers.com/r/EAA6116B695EN.html>

Date: June 2019

Pages: 0

Price: US\$ 450.00 (Single User License)

ID: EAA6116B695EN

Abstracts

Strategic assessment of the competitive environment is widely recognized as one of the highest priority management responsibilities, the task crucial to business survival, growth and profitability.

This new report from VPG provides strategic assessment of Elanco's technological know-how, marketing tactics and strategic directions in the global animal health market.

Technological Know-How

Internally developed and acquired animal health technologies, processes and related capabilities.

Proprietary technologies and patent litigations.

Marketing Tactics

Sales force size in the U.S. and other markets.

Promotional tactics.

Distribution approaches.

Product service and support.

Customer relations

Strategic Direction

Specific business, new product development and marketing strategies.

Anticipated acquisitions, joint ventures and divestitures.

Major strengths and weaknesses.

Contents

TECHNOLOGICAL KNOW-HOW

Internally developed and acquired animal health technologies, processes and related capabilities.

Proprietary technologies and patent litigations.

MARKETING TACTICS

Sales force size in the U.S. and other markets.

Promotional tactics.

Distribution approaches.

Product service and support.

STRATEGIC DIRECTION

Specific business, new product development and marketing strategies.

Anticipated acquisitions, joint ventures and divestitures.

Major strengths and weaknesses.

I would like to order

Product name: Elanco 2019: Business Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction

Product link: <https://marketpublishers.com/r/EAA6116B695EN.html>

Price: US\$ 450.00 (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/EAA6116B695EN.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

