

Firmenich: Strategic Analysis of Leading Flavor and Fragrance Companies

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Abstracts

A strategic assessment of Firmenich, one of the worlds 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 presents a comprehensive analysis of the companys performance, capabilities, goals and strategies in the global flavor and fragrance market, and provides information not available from any other source, such as sales force estimates by country.

Contains 46 pages and 5 tables

Contents

I. EXECUTIVE SUMMARY

II. OWNERSHIP

III. BUSINESS EVOLUTION

IV. ORGANIZATION AND MANAGEMENT

V. MAJOR FACILITIES

VI. PRODUCT PORTFOLIO AND TECHNOLOGICAL KNOW-HOW

VII. MARKETING CAPABILITIES

VIII. FINANCIAL ANALYSIS

IX. STRENGTHS AND WEAKNESSES

X. STRATEGIC DIRECTION

List Of Tables

LIST OF TABLES

Table 1: Firmenich Operations by Country

Table 2: Firmenich Fragrance Introductions

Table 3: Firmenich Sales and Operating Profit Growth

Table 4: Firmenich Sales Growth by Geographic Region

Table 5: Firmenich Sales Growth by Product Category

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