

Future Horizons and Growth Strategies in the Global Insecticides Market 2015: Strategic Assessments of Leading Suppliers

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Abstracts

This new report from VPGMarketResearch analyzes marketing strategies of the worlds leading agrochemical companies. The report was prepared by VPGMarketResearch to provide agrochemical industry executives with strategically significant competitor information, analysis and insight, critical to the development and implementation of effective marketing and R&D programs. In a highly dynamic and fragmented insecticides market, besieged by intense competition, the ability to anticipate new product introductions and marketing strategies is particularly important and spells the difference between success and failure. The companies analyzed in the report include ADAMA, Bayer, FMC, Monsanto, Nufarm, Sumitomo and Syngenta. Report Objectives

To establish comprehensive, factual and cost-effective information base on performance, capabilities, goals and strategies of the worlds leading insecticides companies.

To help current suppliers realistically assess their technological and marketing capabilities vis-a-vis leading competitors.

To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.

To complement organizations internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

To identify least competitive market niches with significant growth potential.

The report is based on a combination of primary and secondary information sources, including VPGMarketResearchs proprietary database, developed during the firms continuous monitoring of the agrochemical industry, as well as over 100 syndicated studies and numerous consulting assignments. The database contains current information on major agrochemical companies, technologies, products and executives worldwide. Contains 378 pages and 43 tables

Contents

ADAMA

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction

BAYER

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction

FMC

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses

Strategic Direction

MONSANTO

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction

NUFARM

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction

SUMITOMO

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses

Strategic Direction

SYNGENTA

Executive Summary

Ownership

Business Evolution

Organization and Management

Major Facilities

Product Portfolio and Technological Know How

Marketing Capabilities

Financial Analysis

Strengths and Weaknesses

Strategic Direction

List Of Tables

LIST OF TABLES

ADAMA Sales and Operating Profit Growth
ADAMA Sales by Product Line
ADAMA Sales Growth by Product Line
ADAMA Sales by Geographic Region
ADAMA Sales Growth by Geographic Region
Bayer Sales and Operating Profit Growth
Bayer Sales by Business Segment
Bayer Sales Growth by Business Segment
Bayer Sales by Geographic Region
Bayer Sales Growth by Geographic Region
Bayer Material Science Sales by Geographic Region
Bayer Material Science Sales Growth by Geographic Region
Bayer Material Science Sales by Product Category
Bayer Material Science Sales Growth by Geographic Region
Bayer Systems Sales by Geographic Region
Bayer Systems Sales Growth by Geographic Region
Bayer Systems Sales by Product Category
Bayer Systems Sales Growth by Product Category
Bayer Materials Sales by Geographic Region
Bayer Materials Sales Growth by Geographic Region
Bayer Materials Sales by Product Category
Bayer Material Sales Growth by Product Category
FMC Sales and Operating Profit Growth
FMC Sales by Business Segment
FMC Sales Growth by Business Segment
FMC Operating Profit and Margins by Business Segment
FMC Operating Profit Growth by Business Segment
FMC Sales by Geographic Region
FMC Sales Growth by Geographic Region
FMC Estimated Agricultural Products Sales by Category
Monsanto Sales by Geographic Region
Monsanto Sales Growth by Geographic Region
Monsanto Sales by Product Line
Monsanto Sales Growth by Product Line
Monsanto Sales and Operating Profit Growth

Nufarm Sales and Operating Profit Growth
Nufarm Sales by Business Segment
Nufarm Sales Growth by Business Segment
Nufarm Sales by Geographic Region
Nufarm Sales Growth by Geographic Region
Nufarm Crop Protection Sales by Product Category
Sumitomo Sales and Operating Profit Growth
Sumitomo Sales by Business Segment
Sumitomo Sales Growth by Business Segment
Sumitomo Sales by Geographic Region
Sumitomo Sales Growth by Geographic Region
Sumitomo Agricultural Chemicals Sales and Operating Profit Growth
Syngenta Sales and Operating Profit Growth
Syngenta Sales Growth by Product Line
Syngenta Operating Profit Growth by Product Line
Syngenta Sales Growth by Geographic Region

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