

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

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Abstracts

Complete report \$12,500. Individual company assessments \$1,900.

A strategic assessment of the competitive environment is unquestionably one of the highest priority management responsibilities, the task crucial to business survival, growth and profitability. Timely and factual competitive intelligence is vital to the success of all business functions, especially Planning, Marketing, R&D and Manufacturing.

In a highly dynamic and fragmented orthopedics market, besieged by intense competition, rapid pace of technological innovations and the uncertainty regarding future government regulations, the ability to anticipate new competitive product introductions and marketing strategies is particularly important and can spell the difference between success and failure.

The report is designed to provide the orthopedics industry executives with strategically significant competitor information, analysis and insight, critical to the development and implementation of effective marketing and R&D programs. The study's major objectives include:

To establish a comprehensive, factual and cost-effective information base on performance, capabilities, goals and strategies of the world's leading orthopedics companies.

To help current suppliers realistically assess their financial, marketing and technological 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 by providing strategic analysis, data interpretation and insight.

To identify market niches with significant growth potential.

The companies analyzed in the report include:

Aesculap

Biomet

ConMed

J&J

Medtronic

Smith & Nephew

Stryker

Synthes

Wright Medical Group

Zimmer

Contains 620 pages and 55 tables

Contents

SECTION I: Executive Summary

A3-5 page synopsis of key sections.

SECTION II: BUSINESS ORGANIZATION

History of the company? orthopedics business evolution, important to the understanding of the corporate culture and strategies.

Most recent acquisitions, divestitures and organizational changes.

Current organizational structure. Major joint ventures, distribution, O.E.M. and licensing partners, SECTION III: SENIOR MANAGEMENT

Profiles 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.

U.S. and international workforce size and distribution.

SECTION V: TECHNOLOGICAL KNOW ;HOW

Internally developed and acquired technologies.

Technical expertise in biotechnology, engineering and other pertinent fields.

SECTION VI: PRODUCT PORTFOLIO

Review of major product lines.

Specifications and features of current products.

SECTION VII: MARKETING TACTICS

The U.S. and international sales force size.

Distribution approaches.

Major promotional tactics.

SECTION VIII: FINANCIAL ANALYSIS

Five year sales and operating profit performance.

Sales estimates by geographic region, market segment and product line.

SECTION IX: R&D EXPENDITURES AND MAJOR

R&D budget.

Research facilities and staff.

New technologies, products and applications in development

SECTION X: COLLABORATIVE ARRANGEMENTS

Major joint ventures, distribution, O.E.M. and licensing partners, both industrial and academic.

Terms of collaborative agreements and specific products involved.

SECTION XI: STRATEGIC DIRECTION

Business, new product development and marketing strategies.

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