

# 2016 GE in the Global Diagnostic Imaging Sector

https://marketpublishers.com/r/G15AA486DB5EN.html

Date: October 2015

Pages: 127

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

ID: G15AA486DB5EN

# **Abstracts**

This strategic assessment of GE, one of the world's leading diagnostic imaging companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The new report from VPGMarketResearch.com presents a comprehensive analysis of the company's performance, capabilities, goals, and strategies in the global diagnostic imaging market.

Contains 127 pages and 9 tables



# **Contents**

### **SECTION I: EXECUTIVE SUMMARY**

A 3-15 page synopsis of key sections.

#### **SECTION II: BUSINESS ORGANIZATION**

History of the company's diagnostic imaging business evolution, which is important to understanding the corporate culture, management mentality and strategies. Recent acquisitions, divestitures and major organizational changes. Current organizational structure.

#### **SECTION III: SENIOR MANAGEMENT**

Names, titles and background 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.

The U.S. and international work force size and distribution.

#### SECTION V: TECHNOLOGICAL KNOW-HOW

Internally developed and acquired diagnostic imaging and related technologies, including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others.

#### **SECTION VI: PRODUCT PORTFOLIO**

Placements and installed base of major systems in the U.S. and abroad, by modality. Review of major product lines.

Applications, advantages and weaknesses of leading products.

#### **SECTION VII: MARKETING TACTICS**

Promotional tactics.

Distribution approaches.



Product service and support.

Customer relations.

#### **SECTION VIII: FINANCIAL ANALYSIS**

Estimated sales and operating profit by division, geographic region and product line. Five-year sales and operating profit performance.

#### SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS

Estimated R&D budget.

Research facilities and staff.

New technologies, systems and applications in development.

#### **SECTION X: COLLABORATIVE ARRANGEMENTS**

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**

Specific business, new product development and marketing strategies. Anticipated acquisitions, joint ventures and divestitures.



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