

Givaudan: Strategic Analysis of Leading Flavor and Fragrance Companies

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Abstracts

A strategic assessment of Givaudan, the worlds leading flavor and fragrance company, 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 54 pages and 6 tables

Contents

I. EXECUTIVE SUMMARY

II. OWNERSHIP

III. BUSINESS EVOLUTION

IV. ORGANIZATION AND MANAGEMENT

V. SENIOR MANAGEMENT

VI. MAJOR FACILITIES

VII. PRODUCT PORTFOLIO AND TECHNOLOGICAL KNOW-HOW

VIII. MARKETING CAPABILITIES

IX. FINANCIAL ANALYSIS

X. STRENGTHS AND WEAKNESSES

XI. STRATEGIC DIRECTION

List Of Tables

LIST OF TABLES

Table 1: Givaudan Business Evolution Major Milestones

Table 2: Givaudan Fragrance Introductions

Table 3: Givaudan Sales and Operating Profit Growth

Table 4: Givaudan Sales by Geographic Region

Table 5: Givaudan Sales Growth by Geographic Region

Table 6: Givaudan Sales Growth by Product Category

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