

Sensient: Strategic Analysis of Leading Flavor and Fragrance Companies

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Date: November 2012

Pages: 41

Price: US\$ 1,600.00 (Single User License)

ID: S152780206DEN

Abstracts

A strategic assessment of Sensient, 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 41 pages and 7 tables

Contents

I. EXECUTIVE SUMMARY

II. BUSINESS EVOLUTION

III. ORGANIZATION AND MANAGEMENT

IV. MAJOR FACILITIES

V. PRODUCT PORTFOLIO AND TECHNOLOGICAL KNOW-HOW

VI. MARKETING CAPABILITIES

VII. FINANCIAL ANALYSIS

VIII. STRENGTHS AND WEAKNESSES

IX. STRATEGIC DIRECTION

List Of Tables

LIST OF TABLES

Table 1: Sensient Business Evolution Major Milestones

Table 2: Sensient Sales And Operating Profit Growth

Table 3: Sensient Sales by Geographic Region

Table 4: Sensient Sales Growth by Geographic Region

Table 5: Sensient Sales by Product Category

Table 6: Sensient Sales Growth by Product Category

Table 7: Sensient Operating Profit And Margins by Product Category

Table 8: Sensient Sales and Operating Profit Growth

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