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2018 Takasago in the Global Flavor and Fragrance Sector

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Abstracts

This strategic assessment of Takasago, 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 from VPGMarketResearch.com presents a comprehensive analysis of the companys performance, capabilities, goals and strategies in the global flavor and fragrance market. Contains 46 pages and 5 tables

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Contents

SECTION I: EXECUTIVE SUMMARY

A 49 page synopsis of key sections.

SECTION II: OWNERSHIP

Background of parent companies, private owners, and shareholder information.

SECTION III: BUSINESS EVOLUTION

History of the company's formation, which is important to understanding the corporate culture, management mentality, and future strategies.
Business evolution milestone charts.

SECTION IV: ORGANIZATION AND MANAGEMENT

Most recent acquisitions, divestitures, and organizational changes.
Current organizational structure.
Background of senior managers.

SECTION V: MAJOR FACILITIES AND EMPLOYEES

Production, compounding, creative, and R&D facilities by country.
Workforce size.

SECTION VI:PRODUCT PORTFOLI AND TECHNOLOGICAL KNOWHOW

Major products and services, including fragrances (fine, technical), flavors, aromachemicals (highvolume standard products, highvolume specialties, lowvolume specialties), essential oils, and others.
Knowhow in chemical technology, biotechnology, aromacology and related fields.

SECTION VII: MARKETING CAPABILITIES

Sales force size by country.
Major sale office locations.
Marketing tactics.

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SECTION VIII: FINANCIAL ANALYSIS

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Fiveyear sales and operating profit performance.

SECTION IX: STRENGTHS AND WEAKNESSES

Organizational
Technological
Marketing
Financial

SECTION X: STRATEGIC DIRECTION

Business goals and strategies, including internal expansion, acquisitions, and divestitures.

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