



MEDICAL DEVICES



PHARMACEUTICALS



CHEMICALS



FOOD & BEVERAGE



ELECTRONICS

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Rationale & Objectives

A continuous assessment of the competitive environment is widely recognized as one of the highest priority management responsibilities -- 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 agrochemical market, besieged by intense competition, the ability to anticipate new product introductions and marketing strategies is particularly important...and spells the difference between success and failure.

The **Top 10**, a unique series of market intelligence studies first introduced by VENTURE PLANNING GROUP in 1987, is designed to provide 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 comprehensive, factual and cost-effective information base on performance, capabilities, goals and strategies of the world's leading agrochemical companies.
- To help current suppliers realistically assess their technological and marketing 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 least competitive market niches with significant growth potential.

Study Content

WORLDWIDE MARKET OVERVIEW

The study will provide a strategic overview of the worldwide agrochemical market, including:

- Five-year worldwide forecasts for:
 - Major market segments.
 - Key geographic regions.
- Assessment of the U.S. and international trends with potentially significant impact on the agrochemical industry during the next five years, including industry consolidation, market globalization, environmental regulations, etc.
- Analysis of major market segments.
- Review of key geographic regions, including Western Europe, North America, Japan, Latin America and others.

COMPANY STRATEGIC ASSESSMENTS

The following companies have been selected as the **Top 10** suppliers with highest worldwide sales of agrochemical products:

- | | |
|-----------------|-------------------|
| • ADAMA | • FMC |
| • BASF | • Monsanto |
| • Bayer | • Nufarm |
| • Dow | • Sumitomo |
| • DuPont | • Syngenta |

For each of the **Top 10** companies, the report will provide an approximately **40-page** strategic analysis, including:

SECTION I: EXECUTIVE SUMMARY

- A 3-5 page synopsis of key sections.

SECTION II: BUSINESS ORGANIZATION

- History of the company's agrochemical 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 agrochemical and related capabilities.
- Proprietary technologies and patent litigation.

SECTION VI: PRODUCT PORTFOLIO

- 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 by division, product line and geographic region.
- 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, products 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.

COMPARATIVE ANALYSIS

In this section of the report, the **Top 10** companies will be ranked according to the following criteria:

- Sales estimates in North America, Europe, Japan and other regions.
- Sales by product category.
- Operating profit and margins.
- R&D expenditures, and others.

Methodology

INTERVIEWS

The **Top 10** report will be based on a combination of primary and secondary information sources, including interviews with executives, financial analysts and others knowledgeable of the companies' operations and strategic directions.

INDUSTRY SHOWS

The study will also include information generated at major industry shows, marketing conferences, and scientific symposia.

VENTURE PLANNING GROUP'S DATABASE

VPG's proprietary data files contain current information on major agrochemical companies, technologies, products and executives worldwide. These files, developed in the course of over 100 syndicated and numerous single-client studies, will be thoroughly searched to retrieve any information pertinent to the **Top 10** companies' capabilities and strategies.

SECONDARY INFORMATION SOURCES

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