



MEDICAL DEVICES



PHARMACEUTICALS



CHEMICALS



FOOD & BEVERAGE



ELECTRONICS

Top 10

World's Leading ANIMAL HEALTH Companies

A THOUGHT-PROVOKING REPORT ON PERFORMANCE, CAPABILITIES, GOALS AND STRATEGIES OF THE MAJOR COMPETITORS IN THE WORLDWIDE ANIMAL HEALTH MARKET

- Bayer
- Boehringer Ingelheim
- Ceva
- Elanco
- Intervet
- Merial
- Novartis
- Pfizer
- Phibro
- Virbac

Contains nearly 400 pages and 67 tables



VENTURE PLANNING GROUP

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INFORMATION • INTELLIGENCE • ANALYSIS • INSIGHT

Rationale & Objectives

Timely and factual competitive intelligence is vital to the success of all business functions, especially Planning, Marketing, R&D, and Manufacturing. A continuous assessment of the competitive environment is becoming widely recognized as the highest priority management responsibility crucial to business survival, growth, and profitability.

In a highly dynamic and fragmented animal health market, besieged by intense competition and rapid pace of technological innovations, the ability to anticipate competitive 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 published by VENTURE PLANNING GROUP in 1987, is designed to provide the animal health industry executives with strategically significant competitor information, analysis and insight, critical to the devel-

opment and implementation of effective marketing and R&D programs. The study's major objectives include:

- To establish a comprehensive, factual and cost-effective information base on performance, capabilities, goals and strategies of the world's leading animal health 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 the least competitive market niches with significant growth potential.

Study Content

WORLDWIDE MARKET OVERVIEW

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

- Five-year forecasts for:
 - Major market segments.
 - Key geographic regions.
- Assessment of major U.S. and international trends with potentially significant impact on the animal health industry during the next five years, including discussion of such issues as pricing, industry consolidation, market globalization, growing R&D cost, generics, as well as advances in genomics, proteomics, drug screening, tissue engineering, bioinformatics and other technologies.
 - Analysis of key market segments.
 - Review of major geographic areas.

COMPANY STRATEGIC ASSESSMENTS

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

- | | |
|------------------------|------------|
| • Bayer | • Merial |
| • Boehringer Ingelheim | • Novartis |
| • Ceva | • Pfizer |
| • Elanco | • Phibro |
| • Intervet | • Virbac |

For each of the **Top 10** companies, the report will provide the following information:

SECTION I: BUSINESS ORGANIZATION

- History of the company's animal health business evolution, which is important to the understanding of its corporate culture, management mentality and strategies.

- Most recent significant M&A activity and organizational changes.
- Current organizational structure.

SECTION II: SENIOR MANAGEMENT

- Names, titles and background of key executives.

SECTION III: FACILITIES AND EMPLOYEES

- Major administrative, manufacturing and R&D facilities in the U.S. and abroad.
- Manufacturing practices.
- New plants under construction.
- U.S. and international work force.

SECTION IV: TECHNOLOGICAL KNOW-HOW

- Internally developed and acquired animal health technologies, processes and related capabilities.
- Proprietary technologies and patent litigations.

SECTION V: PRODUCT PORTFOLIO

- Extensive review of major product lines.
- Recently introduced products and line extensions.

SECTION VI: MARKETING TACTICS

- Sales force size in the U.S. and other markets.
- Promotional tactics.
- Distribution approaches.
- Product service and support.
- Customer relations.

SECTION VII: FINANCIAL ANALYSIS

- Sales of animal health products by division, product line, geographic region and country.
- Five-year sales and operating profit performance.

SECTION VIII: R&D EXPENDITURES AND MAJOR PROGRAMS

- Estimated R&D budget.
- Research facilities and staff.
- New technologies, products and applications in R&D, including their development phase and introduction dates.

SECTION IX: COLLABORATIVE ARRANGEMENTS

- Major joint ventures, distribution, O.E.M. and licensing partners, both industrial and academic.
- Terms of collaborative agreements and specific products involved.

SECTION X: STRATEGIC DIRECTION

- Specific business, new product development and marketing strategies
- Anticipated acquisitions, joint ventures and divestitures.
- Major strengths and weaknesses.

C OMPARATIVE ANALYSIS

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

- Worldwide sales of animal health products.
- Sales estimated in North America, Europe, Japan and other geographic regions.
- Operating profit and margins.
- R&D expenditures, and others.

Methodology

I NTERVIEWS

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

I NDUSTRY SHOWS

The information generated at animal health industry shows, marketing conferences and scientific symposia occurring during the course of the study will be also included in the report.

V ENTURE PLANNING GROUP'S DATABASE

Venture Planning Group's proprietary data files contain current information on major animal health 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.

S ECONDARY INFORMATION SOURCES

A comprehensive review of the **Top 10** companies' product and financial literature, business and technical periodicals, and pertinent industry analyst reports will be conducted.

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