



MEDICAL DEVICES



PHARMACEUTICALS



CHEMICALS



FOOD & BEVERAGE



ELECTRONICS

# Top 10

## World's Leading CHEMICAL Companies

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

- BASF
- Dow
- DuPont
- ExxonMobil
- INEOS
- Lyondell
- Mitsubishi
- SABIC
- Shell
- Sinopec

Contains nearly 600 pages and 82 tables



VENTURE PLANNING GROUP

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INFORMATION • INTELLIGENCE • ANALYSIS • INSIGHT

# ABOUT THIS REPORT

## Rationale

A strategic assessment of the competitive environment is becoming widely recognized as one of the highest priority management responsibilities, the task crucial to business survival, growth and profitability. Timely and factual competitive intelligence is vital to the success of all business functions, particularly Planning, Marketing and R&D.

In a highly dynamic and fragmented chemical market, besieged by intense competition and rapid pace of technological innovations, the ability to anticipate new competitive product introductions and marketing strategies is particularly important... and can spell the difference between success and failure.

## Study Content

"THE Top 10 WORLD'S LEADING CHEMICAL COMPANIES" is a unique multiclient study prepared by Venture Planning Group in order to provide the industry executives with strategically significant competitor information, analysis and insight crucial to the development and implementation of effective business, 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 chemical companies.
- To help current suppliers realistically assess their financial, 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 with strategic analysis, data interpretation and insight.

## Methodology

The Top 10 report is based on a combination of primary and secondary information sources, including data generated at chemical industry shows, marketing conferences and scientific symposia, as well as Venture Planning Group's proprietary files which were developed in the course of continuous monitoring of the industry, over 100 syndicated studies, and numerous single-client assignments. This database contains current information on major chemical companies, technologies, products and executives worldwide.

Moreover, a comprehensive review of the Top 10 companies' product and financial literature, business and technical periodicals, and pertinent industry analyst reports was conducted.

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## Worldwide Market Overview

A concise **30-page** market analysis, including:

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

## Company Strategic Assessments

For each of the **TOP 10** companies, the report provides an insightful strategic analysis, including the following information:

### SECTION I. BUSINESS ORGANIZATION

- History of the company's chemical business evolution, important to the understanding of the corporate culture, management mentality and strategies.
- Most recent M&A activities and significant 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 size and distribution.

### SECTION IV. TECHNOLOGICAL KNOW-HOW

- Internally developed and acquired chemical and related capabilities.
- Proprietary technologies and patent litigations.

### SECTION V. PRODUCT PORTFOLIO

- Extensive review of major product lines.

### SECTION VI. MARKETING TACTICS

- Major promotional strategies.
- Distribution approaches.
- Product service and support.

### SECTION VII. FINANCIAL ANALYSIS

- Chemical sales 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.
- New technologies, products and applications in development.

### SECTION IX. COLLABORATIVE ARRANGEMENTS

- Major joint venture, 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.
- Strengths and weaknesses.
- Anticipated acquisitions, joint ventures and divestitures.