



MEDICAL DEVICES



PHARMACEUTICALS



CHEMICALS



FOOD & BEVERAGE



ELECTRONICS

Top 10 World's Leading FOOD AND BEVERAGE Companies

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

- Cargill
- Mars
- Coca-Cola
- Nestle
- Danone
- PepsiCo
- Diageo
- Tyson
- Kraft
- Unilever

Contains nearly 600 pages and 75 tables



VENTURE PLANNING GROUP

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INFORMATION • INTELLIGENCE • ANALYSIS • INSIGHT

Rationale & Objectives

A strategic assessment of the competitive environment is unquestionably 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 food and beverage industry, 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 the food and beverage industry executives with strategically significant competitor information, analysis and insight, critical 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 food and beverage companies.
- To help current suppliers realistically assess their financial, marketing, and technological capabilities vis-a-vis leading competitors.
- To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.
- To complement the organizations' internal competitor information gathering efforts by providing strategic analysis, data interpretation, and insight.

Study Content

WORLDWIDE MARKET OVERVIEW, 2008-2013

The study will provide a concise worldwide strategic overview of the food and beverage industry, including the 2008-2013 forecasts for major geographic regions, market segments and product categories.

In addition, a review of the U.S. and international demographic, social, economic, technological and regulatory trends with potentially significant impact on the food and beverage market during the next five years will be presented.

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

- Cargill
- Mars
- Coca-Cola
- Nestlé
- Danone
- PepsiCo
- Diageo
- Tyson
- Kraft
- Unilever

COMPANY STRATEGIC ASSESSMENTS

For each of the **Top 10** companies, the report will provide an approximately **60-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 food and beverage business evolution, which is important to understanding the corporate culture, management mentality and strategies.
- Recent acquisitions, divestures, and organizational changes.
- Current organizational structure.

SECTION III: SENIOR MANAGEMENT

- Background of senior managers.

SECTION IV: FACILITIES AND EMPLOYEES

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

SECTION V: TECHNOLOGICAL KNOW-HOW

- Internally developed and acquired technologies, processes and related capabilities.
- Proprietary know-how and patent litigations.

SECTION VI: PRODUCT PORTFOLIO ANALYSIS

- Extensive review of major product lines.
- Most recent new product introductions and line extensions.

SECTION VII: MARKETING TACTICS

- Sales force in the U.S. and international markets.
- Distribution strategies.
- Promotional tactics.
- Innovative packaging approaches.

SECTION VIII: FINANCIAL ANALYSIS

- The U.S. and international food and beverage sales and operating profit by geographic region, market segment, division and product line.
- Five-year food and beverage sales and operating profit performance.

- Shipment/barrelage by brand/geographic region.

SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS

- Estimated R&D budget.
- Research facilities and staff.
- New technologies, products and product line extensions in development.

SECTION X: COLLABORATIVE ARRANGEMENTS

- Major joint ventures, product development and marketing partners.
- Terms of collaborative agreements and specific products involved.

SECTION XI: STRATEGIC DIRECTION

- Specific business, new product development and marketing objectives and strategies.
- Strengths and weaknesses.
- 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:

- Food and beverage product sales and ranks.
- Operating profit and margins.
- Sales force size.
- R&D expenditures, and others.

Methodology

The report will be based on a combination of primary and secondary information sources, including interviews with executives and industry experts, as well as the information generated at major industry shows, marketing conferences and scientific symposia occurring during the course of the study.

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

In addition, 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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