



MEDICAL DEVICES



PHARMACEUTICALS



CHEMICALS



FOOD & BEVERAGE



ELECTRONICS

Top 10

World's Leading ORTHOPEDICS Companies

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

- Aesculap
- Arthrex
- Biomet
- DJO
- J&J
- Medtronic
- Smith & Nephew
- Stryker
- Synthes
- Zimmer

Contains nearly 620 pages and 55 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, the task 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 orthopedics market, besieged by intense competition, rapid pace of technological innovations and the uncertainty regarding future government regulations, the ability to anticipate new competitive product introductions and marketing strategies is particularly important... and can spell the difference between success and failure.

The **TOP 10**, a unique series of market intelligence studies first introduced by Venture Panning Group in 1987, is designed to provide the orthopedics 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 orthopedics 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 organizations' internal competitor information gathering efforts by providing strategic analysis, data interpretation and insight.
- To identify market niches with significant growth potential.

Study Content

WORLDWIDE MARKET OVERVIEW

The study provides an approximately 50-page worldwide strategic overview of the orthopedics market, including the forecasts for major geographic regions, market segments and product categories.

In addition, the study presents a concise review of the major U.S. and international trends with potentially significant impact on the orthopedics market during the next five years, including industry consolidation, market globalization, environmental regulations, etc.

The analyses of major market segments, including reconstructive devices, fracture fixation products, arthroscopy, soft tissue repair, spinal implants and instrumentation, bone growth stimulators, power instruments, casting materials, operating room ancillary products and others are provided, as well as a review of the major geographic regions, including U.S., Europe, Japan/Pacific and others.

COMPANY STRATEGIC ASSESSMENTS

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

- | | |
|------------|------------------|
| • Aesculap | • Medtronic |
| • Arthrex | • Smith & Nephew |
| • Biomet | • Stryker |
| • DJO | • Synthes |
| • J&J | • Zimmer |

For each company, the report provides the following information:

SECTION I: EXECUTIVE SUMMARY

- A 3-5 page synopsis of key sections.

SECTION II: BUSINESS ORGANIZATION

- History of the company's orthopedics business evolution, important to the understanding of the corporate culture and strategies.
- Most recent acquisitions, divestitures and organizational changes.
- Current organizational structure.

SECTION III: SENIOR MANAGEMENT

- Profiles 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.
- U.S. and international workforce size and distribution.

SECTION V: TECHNOLOGICAL KNOW-HOW

- Internally developed and acquired technologies.
- Technical expertise in biotechnology, engineering and other pertinent fields.

SECTION VI: PRODUCT PORTFOLIO

- Review of major product lines.
- Specifications and features of current products.

SECTION VII: MARKETING TACTICS

- The U.S. and international sales force size.
- Distribution approaches.

• Major promotional tactics.

SECTION VIII: FINANCIAL ANALYSIS

- Five-year sales and operating profit performance.
- Sales estimates by geographic region, market segment and product line.

SECTION IX: R&D EXPENDITURES AND MAJOR

- R&D budget.
- Research facilities and staff.
- New technologies, products and applications in development

SECTION X: 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 XI: STRATEGIC DIRECTION

- Business, new product development and marketing strategies.

COMPARATIVE ANALYSIS

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

- Sales and market shares in North America, Europe, Japan and other regions.
- Sales and market shares by major product category.
- Operating profit.
- R&D expenditures.
- Sales force size in North America, Europe, Japan and other regions.

Methodology

VENTURE PLANNING GROUP'S DATABASE

VPG's proprietary data files contain current information on major companies, technologies, products and executives worldwide, and have been developed in the course of over 100 syndicated studies and numerous single-clients assignments. These files have been thoroughly searched to retrieve any information pertinent to the **TOP 10** orthopedics companies capabilities and strategies.

SECONDARY INFORMATION SOURCES

A comprehensive review of the **TOP 10** orthopedics companies' product and financial literature, business and technical periodicals, professional association surveys, marketing and technical meeting presentations, patents, and pertinent industry analyst reports has been conducted.

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