



MEDICAL DEVICES



PHARMACEUTICALS



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FOOD & BEVERAGE



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This report is being updated. Subscribers will receive complimentary copies of the previous edition while the new report is in preparation.

Top 10

World's Leading DAIRY Companies

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

- Arla Foods
- Danone
- Dean Foods
- DFA
- Fonterra
- Friesland
- Kraft
- Lactalis
- Nestle
- Unilever

Available by Company and Section!

Contains nearly 500 pages and 65 tables

Includes a 50-page Worldwide Market Overview

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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 dairy market, besieged by intense competition, the ability to anticipate new 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 introduced by VENTURE PLANNING GROUP in 1987, is designed to provide the dairy 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 a comprehensive, factual and cost-effective information based on performance, capabilities, goals and strategies of the world's leading dairy companies.
- 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 DYNAMICS AND TRENDS

The study will provide a concise worldwide strategic overview of the dairy market, including forecasts for major geographic regions, market segments and product categories.

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

COMPANY STRATEGIC ASSESSMENTS

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

- Arla Foods
- Danone
- Dean Foods
- DFA
- Fonterra
- Friesland
- Kraft
- Lactalis
- Nestle
- Unilever

For each of the **Top10** companies, the report will provide an approximately **50-page** strategic analysis, including the following information:

SECTION I: EXECUTIVE SUMMARY

- A 3-5 page synopsis of key sections.

SECTION II: BUSINESS ORGANIZATION

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

SECTION III: SENIOR MANAGEMENT

- Management philosophy.
- Background of senior managers.
- Organizational chart with names and titles of key executives.

SECTION IV: FACILITIES AND EMPLOYEES

- Location and size of 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 V: TECHNOLOGICAL KNOW-HOW

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

SECTION VI: PRODUCT PORTFOLIO ANALYSIS

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

SECTION VII: MARKETING TACTICS

- Sales force size and structure in the U.S., Europe, and Japan.
- Major sales office locations.
- Marketing tactics.
- Major promotional tactics, e.g., advertising, pricing, discounts, etc.
- Innovative packaging approaches.
- Product service and support.

SECTION VIII: FINANCIAL ANALYSIS

- The U.S. and international sales and operating profit estimates by division, geographic region, brand and market segment.
- Sales and operating profit performance.

SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS

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

SECTION X: STRENGTHS AND WEAKNESSES

- Organizational
- Marketing
- Technological
- Financial

SECTION XI: STRATEGIC DIRECTION

- New business development and marketing objectives.
- Specific business strategies, including internal expansion, acquisitions, joint ventures and divestitures.

COMPARATIVE ANALYSIS

In this section of the report, the **Top 10** companies will be ranked according to their sales and market shares in North America, Europe, Japan and the rest of the world; operating profit; R&D expenditures; and other criteria.

LEADING DAIRY COMPANIES FINANCIAL ANALYSES

List of Tables

- Table AR-1: Arla Foods Sales and Operating Profit Growth
Table AR-2: Arla Foods Sales by Business Line
Table AR-3: Arla Foods Sales by Growth by Business Line
Table AR-4: Arla Foods Operating Profit and Margins by Business Line
Table AR-5: Arla Foods Operating Profit Growth by Business Line
Table AR-6: Arla Foods Sales by Geographic Region
Table AR-7: Arla Foods Sales Growth by Geographic Region
- Table DA-1: Danone Sales and Operating Profit Growth
Table DA-2: Danone Sales by Business Line
Table DA-3: Danone Sales by Growth by Business Line
Table DA-4: Danone Operating Profit and Margins by Business Line
Table DA-5: Danone Operating Profit Growth by Business Line
Table DA-6: Danone Sales by Geographic Region
Table DA-7: Danone Sales Growth by Geographic Region
- Table DE-1: Dean Foods Sales and Operating Profit Growth
Table DE-2: Dean Foods Sales by Business Line
Table DE-3: Dean Foods Sales by Growth by Business Line
Table DE-4: Dean Foods Operating Profit and Margins by Business Line
Table DE-5: Dean Foods Operating Profit Growth by Business Line
Table DE-6: Dean Foods Sales by Geographic Region
Table DE-7: Dean Foods Sales Growth by Geographic Region
- Table DA-1: DFA Sales and Operating Profit Growth
Table DA-2: DFA Sales by Business Line
Table DA-3: DFA Sales by Growth by Business Line
Table DA-4: DFA Operating Profit and Margins by Business Line
Table DA-5: DFA Operating Profit Growth by Business Line
Table DA-6: DFA Sales by Geographic Region
Table DA-7: DFA Sales Growth by Geographic Region
- Table FO-1: Fonterra Sales and Operating Profit Growth
Table FO-2: Fonterra Sales by Business Line
Table FO-3: Fonterra Sales by Growth by Business Line
Table FO-4: Fonterra Operating Profit and Margins by Business Line
Table FO-5: Fonterra Operating Profit Growth by Business Line
Table FO-6: Fonterra Sales by Geographic Region
Table FO-7: Fonterra Sales Growth by Geographic Region

Table FR-1: Friesland Sales and Operating Profit Growth
Table FR-2: Friesland Sales by Business Line
Table FR-3: Friesland Sales by Growth by Business Line
Table FR-4: Friesland Operating Profit and Margins by Business Line
Table FR-5: Friesland Operating Profit Growth by Business Line
Table FR-6: Friesland Sales by Geographic Region
Table FR-7: Friesland Sales Growth by Geographic Region

Table KR-1: Kraft Sales and Operating Profit Growth
Table KR-2: Kraft Sales by Major Subsidiary
Table KR-3: Kraft Sales Growth by Subsidiary
Table KR-4: Kraft Sales by Geographic Region
Table KR-5: Kraft Sales Growth by Geographic Region

Table LA-1: Lactalis Sales and Operating Profit Growth
Table LA-2: Lactalis Sales by Business Line
Table LA-3: Lactalis Sales by Growth by Business Line
Table LA-4: Lactalis Operating Profit and Margins by Business Line
Table LA-5: Lactalis Operating Profit Growth by Business Line
Table LA-6: Lactalis Sales by Geographic Region
Table LA-7: Lactalis Sales Growth by Geographic Region

Table NE-1: Nestle Sales by Business Area
Table NE-2: Nestle Sales and Operating Profit Growth
Table NE-3: Nestle Sales by Geographic Region/Country
Table NE-4: Nestle Food and Beverage Sales by Product Group
Table NE-5: Nestle Food and Beverage Operating Profit and Margins by Product Group
Table NE-6: Nestle Powdered and Liquid Beverage Sales By Product Line
Table NE-7: Nestle Milk and Ice Cream Sales by Product Line
Table NE-8: Nestle Prepared Dishes and Cooking Aids Sales By Product Line
Table NE-9: Nestle Confectionery Sales by Product Line
Table NE-10: Nestle Food and Beverage Sales Growth By Product Line
Table NE-11: Nestle Food and Beverage Sales Growth By Geographic Region and Product Group

Table UN-1: Unilever Sales by Operation
Table UN-2: Unilever Sales by Geographic Region
Table UN-3: Unilever Sales Growth by Geographic Region
Table UN-4: Unilever Operating Profit and Margins by Operation
Table UN-5: Unilever Profit and Margins by Geographic Region
Table UN-6: Unilever Operating Profit by Geographic Region
Table UN-7: Unilever Food and Beverage Sales by Product Group

Table UN-8: Unilever Food and Beverage Sales Growth by Product Group

Table UN-9: Unilever Food and Beverage Operating
Profit and Margins by Product Group

Table UN-10: Unilever Food and Beverage Operating
Profit Growth by Product Group

Table UN-11: Unilever Food and Beverage Sales by Product Line