



MEDICAL DEVICES



PHARMACEUTICALS



CHEMICALS



FOOD & BEVERAGE



ELECTRONICS

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 DRUG DELIVERY Companies

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

- Alza/J&J
- Meridian Medical/King
- Andrx
- Minimed
- Biovail
- R.P. Scherer/Cardinal
- Elan
- Shire
- Gilead Sciences
- Skyepharma

Available by Company and Section!

Contains nearly 500 pages and 50 tables

Includes a Worldwide Market Overview and Comparative Analysis!

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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 drug delivery 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 PLANNING GROUP in 1987, is designed to provide the drug delivery 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 drug delivery 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 the least competitive market niches with significant growth potential.

Study Content

WORLDWIDE MARKET DYNAMICS AND TRENDS

The study will provide a strategic overview of the worldwide drug delivery market, including the five-year sales forecasts for:

- Major product segments.
- Key geographic regions.
- Major drug categories.

In addition, the report will review the U.S. and international regulatory, technological, economic, demographic and social trends with potentially significant impact on the drug delivery industry during the next five years.

COMPANY STRATEGIC ASSESSMENTS

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

- | | |
|-------------------|-------------------------|
| • Alza/J&J | • Meridian Medical/King |
| • Andrx | • MiniMed |
| • Biovail | • R.P. Scherer/Cardinal |
| • Elan | • Shire |
| • Gilead Sciences | • SkyePharma |

For each of the **TOP 10** companies, the report will provide an approximately **50-page** strategic analysis, including the following information:

EXECUTIVE SUMMARY

- A 3-5 page synopsis of key sections.

BUSINESS ORGANIZATION

- History of the company's drug delivery business evolution, important to the understanding of the corporate culture, management-mentality and strategies.

- Most recent acquisition activity and significant organizational changes.
- Current organizational structure.

SENIOR MANAGEMENT

- Management philosophy and attitudes toward the drug delivery industry.
- Background of senior managers.

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.

TECHNOLOGICAL KNOW-HOW

- Internally developed and acquired drug delivery technologies, processes and other related capabilities.
- Know-how in biotechnology, engineering and other pertinent fields.
- Proprietary technologies and patent litigations.

PRODUCT PORTFOLIO ANALYSIS

- Review of major product lines.
- Most recent product introductions.

MARKETING TACTICS

- Sales force size and structure in the U.S., Europe, Japan and other regions.
- Major sales office locations.
- Distribution strategies.
- Promotional tactics, e.g., advertising, pricing, seminars, product literature, newsletters, etc.
- Product service and support.
- Customer relations.

FINANCIAL ANALYSIS

- The U.S. and international sales and operating profit

- Five-year sales and operating profit performance.

R&D EXPENDITURES AND MAJOR PROGRAMS

- The R&D budget.
- Research facilities and staff.
- New technologies, and products and line extensions in R&D, including their development phases and anticipated introduction dates.

COLLABORATIVE ARRANGEMENTS

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

STRATEGIC DIRECTION

- Major strengths and weaknesses, e.g., managerial, organizational, marketing, and product development.
- Specific business, new product development and marketing objectives and strategies.
- Anticipated acquisitions, joint ventures and divestitures.

COMPARATIVE ANALYSIS

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