



MEDICAL DEVICES



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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 PC Companies

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

- Acer
- Apple
- ASUSTeK
- Dell
- Fujitsu
- Hewlett-Packard
- IBM
- Lenovo
- NEC
- Toshiba

Available by Company and Section!

Contains nearly 600 pages and 70 tables

Includes a Worldwide Market Overview

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VENTURE PLANNING GROUP

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INFORMATION • INTELLIGENCE • ANALYSIS • INSIGHT

Rationale & Objectives

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 PC market, besieged by intense competition and rapid pace of technological innovations, 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 first introduced by VENTURE PLANNING GROUP in 1987, is designed to provide 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, regularly-updated and cost-effective information base on performance, capabilities, goals and strategies of the world's leading PC 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 OVERVIEW

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

In addition, a review of the major U.S. and international economic, technological, demographic, social and regulatory trends with potential significant impact on the PC 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 PC products:

- Acer
- Apple Computer
- Dell
- Fujitsu/Siemens
- Hewlett-Packard
- IBM
- Lenovo
- NEC
- Sony
- Toshiba

For each of the **Top 10** companies, the report will provide an approximately **65-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 PC business evolution, important to the understanding of the corporate culture, management mentality and strategies.
- Most recent acquisitions, divestitures and significant 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.
- U.S. and international work force size.

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

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

SECTION VII: MARKETING TACTICS

- Sales force size in the U.S. and international markets.
- Distribution strategies.
- Promotional tactics.

SECTION VIII: FINANCIAL ANALYSIS

- The U.S. and international sales and operating profit estimates by division, geographic region, market segment and product line.
- Five-year 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: COLLABORATIVE ARRANGEMENTS

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

SECTION XI: STRATEGIC DIRECTION

- Strengths and weaknesses.
- 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 following criteria:

- Worldwide sales and ranks
- Sales in North America, Europe, Japan and other geographic regions.
- Operating profit and margins.
- R&D expenditures, and others.