

Firmenich: Global Challenges, Technological Capabilities, Marketing Tactics, And Strategic Direction in the Flavor and Fragrance Industry

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E. Strategic Directions

- Business goals and strategies, including internal expansion, acquisitions, and divestitures.
- Specific business, new product development and marketing objectives and strategies.
- Major strengths and weaknesses.
- Anticipated acquisitions, joint ventures and divestitures.

F. Marketing Tactics

- Sales force estimates by country
- Major sales office locations
- Distribution strategies
- Promotional tactics.

G. Technological Know-How

- Products and services, including fragrances (fine, technical), flavors, aroma chemicals (high-volume standard products, high-volume specialties, low-volume specialties), essential oils, and others
- Know-how in chemical technology, biotechnology, aromacology and related fields.

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Forecast by Geographic Region

Table 2: World Flavor and Fragrance Market
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