



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.

World's Leading SPECIALTY CHEMICALS Companies

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

- AkzoNobel
- BASF
- Clariant
- Dow Chemical
- Evonik
- Monsanto
- Sherwin-Williams
- Solvay

Available by Company and Section!

Contains over 400 pages and 50 tables



VENTURE PLANNING GROUP

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Rationale & Objectives

Timely and factual competitive intelligence is vital to the success of all business functions, especially Planning, Marketing, R&D and Manufacturing. A continuous assessment of the competitive environment is becoming widely recognized as the highest priority management responsibility, the task crucial to business survival, growth and profitability.

In a highly dynamic and fragmented specialty chemicals 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.

This unique series of market intelligence studies first published by VENTURE PLANNING GROUP in 1987, is designed to provide the specialty chemicals 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 base on performance, capabilities, goals and strategies of the world's leading specialty chemicals companies.
- To help current suppliers realistically assess their technological and marketing 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 strategic overview of the worldwide specialty chemicals market, including:

- Sales forecasts for:
 - Major market segments.
 - Key geographic regions.
- Assessment of the U.S. and international trends with potentially significant impact on the specialty chemicals industry during the next five years, including industry consolidation, market globalization, environmental regulations, etc.
- Analysis of major market segments.
- Review of key geographic regions, including Europe, North America, Asia/Japan, Latin America and others.

COMPANY STRATEGIC ASSESSMENTS

The following companies have been selected as the leading suppliers with the highest worldwide sales of specialty chemicals:

- Akzo
- BASF
- Clariant
- Dow Chemical
- Evonik
- Monsanto
- Sherwin-Williams
- Solvay

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

SECTION I: EXECUTIVE SUMMARY

- A 3-5 page synopsis of key sections.

SECTION II: BUSINESS ORGANIZATION

- History of the company's specialty chemicals business evolution important to the understanding of its corporate culture, manage-

ment mentality and strategies.

- Most recent M&A activity and significant organizational changes.
- Current organizational structure.

SECTION III: SENIOR MANAGEMENT

- Names, titles and background of key executives.

SECTION VI: 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, and other related capabilities.
- Proprietary processes and patent litigations.

SECTION VI: PRODUCT PORTFOLIO

- Extensive review of major product lines.
- Advantages and weaknesses of leading products.

SECTION VII: MARKETING TACTICS

- Major promotional tactics, e.g., pricing, discounts, advertising, product literature, newsletters, etc.
- Distribution approaches.
- Product service and support.
- Customer relations.

SECTION VIII: FINANCIAL ANALYSIS

- Sales by division, geographic region and product line.
- Sales and operating profit performance.

SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS

- R&D budget.
- Research facilities and staff.
- New technologies and products 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

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

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