

# **IFF: Strategic Direction, Marketing Tactics, Strengths and Weaknesses, Financial Performance**

## **Table of Contents**

- I.** Executive Summary
- II.** Marketing Capabilities
- III.** Financial Analysis
- IV.** Strengths and Weaknesses
- V.** Strategic Direction

## **List of Tables**

- Table 1:** Sales and Operating Profit Growth
- Table 2:** Sales by Geographic Region
- Table 3:** Sales Growth by Geographic Region
- Table 4:** Sales by Product Category
- Table 5:** Sales Growth by Product Category
- Table 6:** Sales by Product Line