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Top 10

World's Leading BIOTECHNOLOGY Companies

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

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ABOUT THIS REPORT

Rationale

Strategic assessment of the competitive environment is widely recognized as one of the highest priority management responsibilities, crucial to business survival, growth and profitability. Timely and factual competitive intelligence is vital to the success of all business functions, particularly Marketing, Planning, R&D and Manufacturing.

In a highly dynamic and fragmented biotechnology market, besieged

by intense competition, the rapid pace of technological innovations and the uncertainty regarding future government regulations, the ability to anticipate new product introductions and marketing strategies is particularly important... and spells the difference between success and failure.

Objectives

“The Top 10 World's Leading Biotechnology Companies”

is a unique multiclient study prepared by VPG in order to provide industry executives with strategically significant competitor information, analysis, and insight crucial to the development and implementation of effective business, 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 biotechnology companies.

- To help current suppliers realistically assess their financial, 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 with strategic analysis, data interpretation, and insight.

Methodology

The **Top 10** report is based on a combination of primary and secondary information sources, including interviews, and information generated at conferences and scientific symposia.

The reports also includes data retrieved from Venture Planning Group's proprietary files, which were developed in the course of continuous monitoring of the industry, over 100 syndicated studies,

and numerous single-client assignments. This database contains extensive information on major biotechnology companies, technologies products, and executives worldwide.

Moreover, a comprehensive review of the **Top 10** companies product and financial literature, business and technical periodicals, and pertinent industry analyst reports was conducted.

Special Features

- 700 pages of vital market intelligence.
- 70 tables presenting the **Top 10** companies' sales and profit estimates by division, geographic region and individual products.

- Worldwide Market Overview, including sales forecast for major market segments and geographic regions.
- Comparative Analysis, ranking the **Top 10** companies by sales, profit, and R&D expenditures.

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STUDY CONTENT

Worldwide Market Overview

The study will provide a worldwide strategic overview of the biotechnology market, including five-year forecasts for major market segments, product categories and geographic regions.

In addition, the report will review the U.S. and international regulatory, economic, demographic and social trends with

potentially significant impact on the biotechnology industry during the next five years, including discussion of such key issues as industry consolidation, market globalization, R&D expenditures, advances in genomics, outsourcing and others.

Company Strategic Assessments

For each of the **Top 10** companies, the report will provide an approximately **70-page** strategic analysis, including.

SECTION I: EXECUTIVE SUMMARY

- A 3-5 page synopsis of the key sections.

SECTION II: BUSINESS ORGANIZATION

- History of the company's biotechnology business evolution, important to the understanding of the corporate culture, management mentality and strategies.
- Recent acquisitions, divestitures and significant organizational changes.
- Current organizational structure.

SECTION III: SENIOR MANAGEMENT

- Background of key executives.

SECTION IV: FACILITIES AND EMPLOYEES

- Manufacturing practices.
- New plants under construction.
- U.S. and international workforce size and distribution.

SECTION V: TECHNOLOGICAL KNOW-HOW

- Internally developed and acquired technologies, processes and related capabilities.
- Know-how in biotechnology and pertinent fields.

SECTION VI: PRODUCT PORTFOLIO ANALYSIS

- Review of the major biotechnology products.
- Recent new product introductions and indications.
- Know-how in biotechnology and pertinent fields.

SECTION VII: MARKETING TACTICS

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

SECTION VIII: FINANCIAL ANALYSIS

- The U.S. and international sales and operating profit estimates by division, geographic region, and individual product.
- Five-year sales and operating profit performance.

SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS

- R&D budget, facilities and staff.
- New technologies, products, and indications in development, including their research phase and anticipated approval dates.

SECTION X: COLLABORATIVE ARRANGEMENTS

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

SECTION XI: STRATEGIC DIRECTION

- Specific business, new product development and marketing objectives and strategies.
- Strengths and weaknesses.
- 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:

- Sales of biotechnology products.
- Sales estimates in North America, Europe, Japan and the

rest of the world.

- Sales by product category.
- Operating profit and margins.
- R&D expenditures.

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