



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.

Top 10

World's Leading ORTHOPEDICS Companies

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

- Aesculap
- Biomet
- DJO
- J&J
- Medtronic/Kyphon
- Orthofix
- Smith & Nephew
- Stryker
- Synthesis
- Zimmer

Available by Company and Section!

Contains nearly 600 pages and 60 tables

Includes a 55-page Worldwide Market Overview

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VENTURE PLANNING GROUP

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INFORMATION • INTELLIGENCE • ANALYSIS • INSIGHT

Rationale & Objectives

A 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 orthopedics market, besieged by intense competition, rapid pace of technological innovations and the uncertainty regarding future government regulations, the ability to anticipate new competitive 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 Panning Group in 1987, is designed to provide the orthopedics industry executives with strategically significant competitor information, analysis and insight, critical to the devel-

opment 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 orthopedics 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 market niches with significant growth potential.

Study Content

WORLDWIDE MARKET OVERVIEW, 2008-2013

The study will provide an approximately 50-page worldwide strategic overview of the orthopedics market, including the 2008-2013 forecasts for major geographic regions, market segments and product categories.

In addition, the study will present a concise review of the major U.S. and international trends with potentially significant impact on the orthopedics market during the next five years, including industry consolidation, market globalization, environmental regulations, etc.

The analysis of major market segments, including reconstructive devices, fracture fixation products, arthroscopy, soft tissue repair, spinal implants and instrumentation, bone growth stimulators, power instruments, casting materials, operating room ancillary products and others will be provided, as well as a review of the major geographic regions, including U.S., Europe, Japan/Pacific and the rest of the world.

COMPANY STRATEGIC ASSESSMENTS

The following companies have been selected as the **TOP 10** suppliers with the highest worldwide sales of orthopedic products:

- Aesculap
- Biomet
- DJO
- J&J
- Medtronic/Kyphon
- Orthofix
- Smith & Nephew
- Stryker
- Synthesis
- Zimmer

The report will provide the following information:

SECTION I: EXECUTIVE SUMMARY

- A 3-5 page synopsis of key sections.

SECTION II: BUSINESS ORGANIZATION

- History of the company's orthopedics business evolution, important to the understanding of the corporate culture and strategies.
- Most recent acquisitions, divestitures and organizational changes.
- Current organizational structure.

SECTION III: SENIOR MANAGEMENT

- Profiles of key executives.

SECTION IV: FACILITIES AND EMPLOYEES

- Administrative, manufacturing and R&D facilities in the U.S. and abroad.
- Manufacturing practices.
- New plants under construction.
- U.S. and international workforce size and distribution.

SECTION V: TECHNOLOGICAL KNOW-HOW

- Internally developed and acquired technologies.
- Technical expertise in biotechnology, engineering and other pertinent fields.

SECTION VI: PRODUCT PORTFOLIO

- Review of major product lines.
- Specifications and features of current products.

SECTION VII: MARKETING TACTICS

- The U.S. and international sales force size.
- Distribution approaches.

• Major promotional tactics.

SECTION VIII: FINANCIAL ANALYSIS

- The five-year sales and operating profit performance.
- Sales estimates by geographic region, market segment and product line.

SECTION IX: R&D EXPENDITURES AND MAJOR

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

- Business, new product development and marketing strategies.

COMPARATIVE ANALYSIS

In this section of the report, the **TOP 10** companies will be ranked according to the following criteria:

- The 2008 sales and market shares in North America, Europe, Japan and the rest of the world.
- The 2008 sales and market shares by major product category.
- Operating profit.
- R&D expenditures.
- Sales force size in North America, Europe, Japan and the rest of the world.
- Financial resources.
- Overall strategic position for future growth.

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- R&D expenditures.
- Sales force size in North America, Europe, Japan and the rest of the world.
- Financial resources world.
- Overall strategic position for future growth.

Methodology

INDUSTRY SHOWS

The information generated at major orthopedics industry shows, marketing conferences and scientific symposia occurring during the course of the study will be included in the report.

VENTURE PLANNING GROUP'S DATABASE

VPG's proprietary data files contain current information on major orthopedics companies, technologies, products and executives worldwide, and have been developed in the course of over 100 syndicated studies and numerous single-client assignments. These files will be thoroughly searched to retrieve any information pertinent to the **TOP 10** companies capabilities and strategies.

SECONDARY INFORMATION SOURCES

A comprehensive review of the **TOP 10** companies' product and financial literature, business and technical periodicals, professional association surveys, marketing and technical meeting presentations, patents, and pertinent industry analyst reports will be conducted.

Cost & Delivery

The cost of the **TOP 10** study is as follows:

Complete 10-Company Report

Before Nov. 27, 2009			After Nov. 27, 2009		
PDF	Print	Both	PDF	Print	Both
\$10,700	\$8,900	\$13,700	\$12,800	\$10,700	\$16,500

Individual Company Assessments

Before Nov. 27, 2009			After Nov. 27, 2009		
PDF	Print	Both	PDF	Print	Both
\$1,500	\$1,200	\$1,950	\$1,800	\$1,500	\$2,300

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I am interested in your new study:

“The Top 10 World’s Leading Orthopedics Companies”

I am interested in a complete 10-company report:

	Before November 27, 2009	After November 27, 2009
<input type="checkbox"/> PDF	\$10,700	\$12,800
<input type="checkbox"/> Print	8,900	10,700
<input type="checkbox"/> Both	13,700	16,500

I am interested in the following individual company assessments:

- Aesculap DJO Medtronic/Kyphon Smith & Nephew Synthesis
 Biomet J&J Orthofix Stryker Zimmer

Cost per company:

	Before November 27, 2009	After November 27, 2009
<input type="checkbox"/> PDF	\$1,500	\$1,800
<input type="checkbox"/> Print	1,200	1,500
<input type="checkbox"/> Both	1,950	2,300

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