



MEDICAL DEVICES



PHARMACEUTICALS



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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 SPECIALTY CHEMICALS Companies

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

- Akzo
- BASF
- Ciba
- Clariant
- Degussa
- ICI
- Monsanto
- Rhodia
- Rohm and Haas
- Sherwin-Williams

Available by Company and Section!

Contains over 500 pages and 50 tables

Includes a 50-page Worldwide Market Overview and Comparative Analysis!

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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.

The **Top 10**, a 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, 2007-2012

The study will provide a strategic overview of the worldwide specialty chemicals market, including:

- The 2007-2012 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 **Top 10** suppliers with the highest worldwide sales of specialty chemicals:

- |            |                    |
|------------|--------------------|
| • Akzo     | • ICI              |
| • BASF     | • Monsanto         |
| • Ciba     | • Rhodia           |
| • Clariant | • Rohm and Haas    |
| • Degussa  | • Sherwin-Williams |

For each of the **Top 10** 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

- The 2007 sales by division, geographic region and product line.
- The 2002-2007 sales and operating profit performance.

## SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS

- The 2007 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.

## COMPARATIVE ANALYSIS

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

- The 2007 sales estimates and market shares by product category and geographic region.
- Operating profit.
- R&D expenditures.
- Sales force size in North America, Europe, Asia/Japan and the rest of the world.
- Relative technological capabilities and marketing posture.
- Financial resources.

# Methodology

## INTERVIEWS

The study will be based on interviews with the **Top 10** companies' executives, customers, suppliers, joint venture partners, financial analysts, as well as key individuals from trade associations and others knowledgeable of the companies' operations and strategic directions.

## INDUSTRY SHOWS

The information gathered at specialty chemicals 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

VENTURE PLANNING GROUP's proprietary data files contain

current information on various companies, technologies, products and executives worldwide. These files have been developed in the course of the firm's over 100 syndicated and numerous single-client studies, and 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, local press, business and technical periodicals, trade and professional association surveys, marketing and technical meeting presentations, patents, antitrust records, government documents and pertinent industry analyst reports will be conducted.

## Cost & Delivery

The cost of the **Top 10** report is as follows:

Complete 10-Company Report						Individual Company Assessments					
Before Feb. 20, 2009			After Feb. 20, 2009			Before Feb. 20, 2009			After Feb. 20, 2009		
PDF	Print	Both	PDF	Print	Both	PDF	Print	Both	PDF	Print	Both
\$9,800	\$8,200	\$12,600	\$11,800	\$9,700	\$15,000	\$1,400	\$1,200	\$1,800	\$1,750	\$1,450	\$2,200

**Subscribers will have access to our data base during the course of the study, and will receive two copies of the final report.**

# ORDER FORM

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- Akzo Nobel    Ciba    Degussa    Monsanto    Rohm and Haas  
 BASF    Clariant    ICI    Rhodia    Sherwin-Williams

Cost per company:

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