Procurement Behaviors and Strategies in the Pharmaceutical Industry - 2011-2012: Survey Brief

Description:
Synopsis
- Analysis of opinions drawn from leading pharmaceutical industry executives
- The report identifies and analyzes the most important criteria for supplier selection from the point of view of both buyers and suppliers

Summary
This report is the result of an extensive survey drawn from ICD Research's exclusive panel of leading pharmaceutical industry executives. It analyzes the changing procurement behaviour and strategies of the companies in the pharmaceutical industry. The report also identifies future growth of buyers and suppliers and e-procurement. This report not only grants access to the opinions and strategies of business decision makers and competitors, but also examines their actions surrounding business priorities. The report also provides access to information categorized by region, company type and size.

Scope
- The opinions and forward looking statements of XXXX industry executives have been captured in our in-depth survey, of which XX% represent Director and C-level respondents.
- The research is based on primary survey research conducted by ICD Research accessing its B2B panels comprised of senior purchase decision makers and leading supplier organizations.
- The geographical scope of the research is global – drawing on the activity and expectations of leading industry players across the Americas, Europe, Asia-Pacific, Africa and Middle East.
- This report covers data and analysis on buyer expenditure, procurement and industry developments.
- In the report buyers identify what suppliers need to do to maintain their business and the key actions being taken by industry players to overcome the leading business threats.
- The report examines current practices and provides future expectations for the industry over the next 12-24 months.

Reasons To Buy
- This report will help you to drive revenues by understanding future product investment areas and growth regions.
- This report will help you to formulate effective sales and marketing strategies by identifying how buyer budgets are changing and the direction of spend in the future.
- This report will help you to better promote your business by aligning your capabilities and business practices with your customer's changing needs.
- This report will help you to secure stronger customer relationships by understanding the leading business concerns and changing strategies of industry buyers.
- This report will help you to predict how the industry will grow, consolidate and where it will stagnate.
- This report will help you to uncover the business outlook, key challenges and opportunities identified by suppliers and buyers.

Contents:
1 Introduction
1.1 What is this report about?
1.2 Definitions
1.3 Methodology
1.4 Profile of survey respondents
1.4.1 Profile of buyer respondents
1.4.2 Profile of supplier respondents
2 Procurement Behaviors and Strategies
2.1 Critical success factors for supplier selection
2.1.1 Critical success factors by company type
2.2 Future procurement objectives
2.2.1 Future procurement objectives by company type
2.2.2 Future procurement objectives by region
2.2.3 Future procurement objectives by company turnover
2.3 E-procurement
2.3.1 E-procurement by company type
2.3.2 E-procurement by region
2.3.3 E-procurement by company turnover
3 Appendix
3.1 Methodology
3.2 Contact us
3.3 About ICD Research
3.4 Disclaimer

List of Tables
Table 1: Total Global Pharmaceutical Industry Survey Respondents by Company Type, 2011
Table 2: Buyer Respondents by Job Role (%), 2011
Table 3: Buyer Respondents by Company Turnover (%), 2011
Table 4: Buyer Respondents by Total Number of Employees in Organizations (%), 2011
Table 5: Buyer Respondents by Region (%), 2011
Table 6: Supplier Respondents by Job Role (%), 2011
Table 7: Supplier Respondents by Company Turnover (%), 2011
Table 8: Supplier Respondents by Total Number of Employees in Organizations (%), 2011
Table 9: Supplier Respondents by Region (%), 2011
Table 10: Critical Success Factors for Supplier Selection - Buyers vs. Suppliers, 2011
Table 11: Critical Success Factors for Supplier Selection - All Pharmaceutical Buyers, 2011
Table 12: Future Procurement Objectives (%), 2011
Table 13: Future Procurement Objectives by Company Type (%), 2011
Table 14: Future Procurement Objectives by Region (%), 2011
Table 15: Future Procurement Objectives by Company Turnover (%), 2011
Table 16: E-Procurement: Level of Implementation (%), 2011
Table 17: E-Procurement: Level of Implementation by Company Type (%), 2011
Table 18: E-Procurement: Level of Implementation by Region (%), 2011
Table 19: E-Procurement: Level of Implementation by Company Turnover (%), 2011

List of Figures
Figure 1: Critical Success Factors for Supplier Selection - Buyers vs. Suppliers, 2011
Figure 2: Critical Success Factors for Supplier Selection - Buyers vs. Suppliers, 2011
Figure 3: Critical Success Factors for Supplier Selection - All Pharmaceutical Buyers, 2011
Figure 4: Future Procurement Objectives (%), 2011
Figure 5: E-Procurement: Level of Implementation (%), 2011
Figure 6: E-Procurement: Level of Implementation by Company Type (%), 2011
Figure 7: E-Procurement: Level of Implementation by Region (%), 2011
Figure 8: E-Procurement: Level of Implementation by Company Turnover (%), 2011

Ordering:
Order Online - http://www.researchandmarkets.com/reports/1942901/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit

http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

| Product Name: | Procurement Behaviors and Strategies in the Pharmaceutical Industry - 2011-2012: Survey Brief |
| Web Address: | http://www.researchandmarkets.com/reports/1942901/ |
| Office Code: | SCD2AZ2A |

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
</tr>
<tr>
<td>Electronic (PDF) - Single User:</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

| Title: | Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ] |
| First Name: | | Last Name: |
| Email Address: * | |
| Job Title: | |
| Organisation: | |
| Address: | |
| City: | |
| Postal / Zip Code: | |
| Country: | |
| Phone Number: | |
| Fax Number: | |

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World