Nr.	Content - Copyright	Page
1.	Mission and order	
2.	Introduction, definitions and demarcations	
2.1	Valves general in plastic and metal Butterfly valves - ball valves - diaphragm valves	
2.2	Market segment groups, target groups	
2.3	World economy - important indicators for the valve branch	
3.	World market - tendencies	
3.1	Market structures, region differences - world GDP – population, unemployment, inflation, currency, salary, country ranking and alphabetical ranking	
3.2	Region- and country portraits	
3.2.1	Africa, Near East - Egypt, Australia, Iran, Israel, Jordan, Libya, Nigeria, Saudi Arabia, South Africa, UAE - Ägypten,	
3.2.2	Europe - F, GB, I, PL, Turkey, Hungary	
3.2.3	Germany (D) with federal countries	
3.2.4	America - Brazil, Chile, Canada, Mexico, USA	
3.2.5	Asia - Thailand, Japan	
3.2.6	China, Taiwan	
3.2.7	India	
3.2.8	Russia	
3.3	Market potential - country ranking building technology	
3.4	Industry market with the gas and water distributution (VS)	
4.	Using sectors, examples applications	
5.	Description of more as 30 branches/market segments	
6.	Customer, market and target groups demands	
7.	World market valves metall / plastic	
7.1	Market volume and trends important components in Piping Systems Plastic / Metal after main regions World - Plastics, Materials, Pipes, Valves, Pumps, M+C Flow	
7.2	Price assessment	
7.2.1	Price comparisons, price examples	
7.2.2	Economy, Life Cycle Costs	
8.	Competitors	
L	Compensions	

Nr.	Content - Copyright	Page
9.	Engineering, technologies, materials	
9.1		
	Material – variants main criterions plastic/ metal	
9.2	Construction variants - comparision main criteria	
9.3	Chemical resistance plastics/ metals	
9.4	Standards	
9.5	Valves	
9.5.1	Butterfly valves	
9.5.2	Ball valves	
9.5.3	Diaphragm valves	
9.5.4	Solenoid valves	
9.5.5	Quetschventile	
9.5.6	Regelarmaturen	
9.5.7	Schieber	
9.5.8	Armaturen für Abwasseranwendungen	
9.5.9	Coated valves	
9.5.10	Actuators, Drivers, Automation Valves	
9.5.11	Substitution materials, Products, Trends	
10.	Commercialisation, Marketing - Strategies	
10.1	Distribution channels	
10.2	Dealer / direct business – Producer advantages	
10.3	Changes in the market / environment in the factories,	
	in the dealer sector, targets of the producers	
10.4	Performences, collaboration, assessments of dealer	
	partners, dealer communication	
10.5	Direct business advantages / disadvantages, Opportunities / threats	
10.6	Business concept - chances and ways, growth or crisis,	
	Planning extent, planning prozess, differentiated	
	care of customer , regional-global,	
10.7	Distribution forms, channels	
	DIY's, internet, market places, catalog sales	
10.8	Possible goals – development turnover / profit,	
	Market shares, competences marketing, ressources,	
10.9	Counter-revolution in the market - strategies for a successful	
	competitor fighting	

Nr.	Content - Copyright	Page
10.10	Aggressivity in sales and marketing	
10.11		
	Sales index numbers, strategical positioning, Reengineering	
10.12	Development product range and performance offer, What makes a product successful?	
10.13	Consulting, logistic, delivery service, production planning, training, organisation, dealer conception, Dealer / direct, target groups, Call-Center, sales- additional costs, -tasks, -functions	
10.14	Organisation of a customer binding programm, Satisfaction analysis, Kano-model	
10.15	Service, Customizing	
10.16	Organisation of the key account management, Customer income value, dynamical potential recording,	
10.17	Market research, competitor observation	
11.	Successful employees development – quantity, Functions, qualifications of employees, identity, Balance, controlling, reporting, increase efficency, ABC classification, analysis real-situation, Reengineering,	
11.1	Management, index numbers - Incentive system - Promote / Demand	
11.2	Increase efficency - Winning new customers	
11.3	Profiles Sales People, Sales Manager, Productmanager, Marketsegmentmanager, Manager R+D	
11.4	Successful marketing – mix strategy Advertising, Directmailing, PR, documentation, internet Appearance, incentives, Values, Communication, competitor differentiation, one-to-one marketing, customer journal	
11.5	Expositions, virtual in www, events	
11.6	Price policy and price positioning, commoditisation	
11.7	Brand management and brand policy	
11.8	Test schedule activities, tasks, Options PE-ball valves	
11.9	Annex – catch word register - alphabetical ranking (> XXX catch words) Total pages 1 - 11	
	Total pages 1 - 11	

Nr.	Content - Copyright	Page
12.	Options - Modules:	
12.A	Assessment competitors , comparision, product range strategies	
12.B		
	Competitors valves - Sortimentsübersicht - www (ca.xxx)	
12.C	Competitors valves (>xxx)	
	World - employees (B), Turnover in Mio EURO, U/B	
12.D	Profiles main competitors valves - turnover, employees,	
	Product ranges, strengths and weaknesses	
	(ca.xxx profiles 2-pages)	
12.E	Market potential valves World after main regions and after main	
	product groups/constructions 2006 in T€, Trend to	
	2012	
12.F	Market potential valves selected countries after main product	
	groups/constructions 2006 in T€,	
	Trend to 2012	
12.G	Market - valves after countries	
	Production, Import, Export	
12.H	Market potential valves – country ranking industry (IS)	
12.I	Market potential valves – country ranking utility (VS)	
12.J	Market potential valves after market segments	
12.K	Main avetamana with dealans	
	Main customers with dealers	
	(name, country, (in D: PLZ, city,Street) marketsegments,	
	material, purchase potential Valves Plastic / Metal - in T€, Selection possibilities - 1 200 firms	
	Selection possibilities - 1 200 firms or - 2 400 firms	
	or > 3 700 firms	
40.1		
12.L	Actual – Analysis in the ordering company - extensive	
	report, Reflection of more as 160 criterions with	
	successful benchmarks in the market segment	
	Total pages with all options >	