

Outline

Part one: Overview of mycotoxin binder industry of the country

- Total usage of mycotoxin binders from year 2011 to 2012
- Usage volume of mycotoxin binders from year 2011 to 2012, by types of animal feed
- Market value of mycotoxin binders from year 2011 to 2012

Part two: Evaluating performance of the major mycotoxin binder producers of the country

- Top 3 competitors for each country
 - Products offered
 - Market share
 - Sales volume
 - Distribution channel
 - Product pricing
- Competitors strengths and weaknesses
- Market entry recommendations

Part three: Understanding end users' usage and attitude towards mycotoxin binders

- Products
 - Awareness on types of mycotoxin binder products
 - Perception towards the need of using mycotoxin binder
 - Selection criteria
 - Usage/dosage of different mycotoxin binders
 - Strength and weaknesses of product against others
 - Brand loyalty and brand awareness
- Performance evaluation of major mycotoxin binder brands in Asia
 - Level of satisfaction
 - Effectiveness in eliminating mycotoxin
 - Consistency of product quality
 - Value for money
 - Ease of use
 - Brand image
 - After-sales service



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