+44 20 8123 2220
info@marketpublishers.com

Analysis of Omnicom Group

https://marketpublishers.com/r/A8612F1AE1EEN.html
Date: November 2016
Pages: 100
Price: US$ 300.00 (Single User License)
ID: A8612F1AE1EEN

Abstracts

The Omnicom Group is a leading advertising and marketing company. The company operates around the world and provides a wide variety of services such as specialty communications, public relations, customer relationship management and, of course, advertising. The company is also active in the field of media planning and buying, mobile marketing, non-profit marketing, etc.

Aruvian Research presents Analysis of Omnicom Group. A complete and comprehensive analysis of Omnicom Group, includes an overview of the industry the company operates in, a PEST Framework Analysis of the industry, and then moves on to analyzing the company itself.

Company analysis from Aruvian includes a history of Omnicom Group, a business segment analysis of the segments Omnicom Group operates through, a look at the organization structure of the company, a geographical operating segments analysis, an analysis of the company's major competitors.

A financial analysis of Omnicom Group is presented in the report which includes a ratio analysis, basic profit and loss analysis, presentation of the company balance sheet, and much more.

A SWOT Framework Analysis of Omnicom Group completes this in-depth company analysis.

+44 20 8123 2220
info@marketpublishers.com

Contents

A. EXECUTIVE SUMMARY

B. LOOKING AT THE INDUSTRY

B.1 Industry Definition
B.2 Brief Profile of the Industry
B.3 Impacts on the Industry
B.4 Challenges Facing the Industry
B.5 Future Perspective

C. INDUSTRY PORTER'S FIVE FORCES ANALYSIS

C.1 Introduction
C.2 Bargaining Power of Buyers
C.3 Bargaining Power of Suppliers
C.4 Competitive Rivalry in the Industry
C.5 Threat of New Entrants
C.6 Threat of Substitutes

D. LOOKING AT OMNICOM GROUP

D.1 Company Profile
D.2 History of the Company
D.3 Ownership Pattern in the Company
D.4 Organizational Divisions
D.5 Profiling the Key Executives
D.6 Products & Services

E. LOOKING AT BUSINESS

E.1 Business Segments
E.2 Geographical Segments
E.3 Company Subsidiaries

F. OMNICOM GROUP: SWOT FRAMEWORK ANALYSIS

F.1 Strengths to Build Upon

+44 20 8123 2220
info@marketpublishers.com

F.2 Weaknesses to Overcome
F.3 Opportunities to Exploit
F.4 Threats to Overcome

G. PROFILING THE COMPETITION

G.1 Dentsu Inc
G.1.1 Corporate Profile
G.1.2 Business Segment Analysis
G.1.3 Financial Analysis
G.1.4 SWOT Analysis
G.2 The Interpublic Group of Companies Inc
G.2.1 Corporate Profile
G.2.2 Business Segment Analysis
G.2.3 Financial Analysis
G.2.4 SWOT Analysis

G.3 WPP PLC

G.3.1 Corporate Profile
G.3.2 Business Segment Analysis
G.3.3 Financial Analysis
G.3.4 SWOT Analysis

H. OMNICOM GROUP: FINANCIAL ANALYSIS

H.1 Current Financials
H.2 Balance Sheet
H.3 Profit & Loss Statement
H.4 Ratio Analysis

I. OMNICOM GROUP: FUTURE PERSPECTIVE

J. GLOSSARY OF TERMS

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Analysis of Omnicom Group
Product link: https://marketpublishers.com/r/A8612F1AE1EEN.html
Price: US$ 300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/A8612F1AE1EEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970