

# Analysis of Omnicom Group

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## 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.

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