

Eastman Kodak – SWOT Framework Analysis

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Abstracts

Eastman Kodak Company, commonly known as Kodak, is an American multinational imaging and photographic equipment, material and services company headquartered in Rochester, New York, United States and incorporated in New Jersey. The Company operates in three segments: Consumer Digital Imaging Group (CDG), Graphic Communications Group (GCG), and Film, Photofinishing and Entertainment Group (FPEG). CDG include Digital Capture and Devices, Retail Systems Solutions, Consumer Inkjet Systems and Consumer Imaging Services. GCG include Prepress Solutions, Digital Printing Solutions and Business Services and Solutions. FPEG include Entertainment Imaging, Traditional Photofinishing, Industrial Materials and Film Capture. On March 1, 2011, the Company acquired the relief plates business of Tokyo Ohka Kogyo Co., Ltd. In November 2011, it sold its Image Sensor Solutions (ISS) business to Platinum Equity.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.

External factors – The opportunities and threats presented by the external environment.

Aruvian Research analyzes Eastman Kodak in a SWOT analysis and looks at the company's strengths, weaknesses, opportunities and threats in this comprehensive research report.

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