

Kimberly Clark Corporation – SWOT Framework Analysis

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Abstracts

Kimberly Clark Corporation is a leading personal care company based in the United States that produces paper-based consumer products. Some of the well-known brands that Kimberly Clark produces include Kleenex facial tissues, Scott and Andrex toilet paper, Kotex feminine hygiene products, amongst others. Huggies and Pull-Ups are also the company's well known products.

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.

Aruvian Research analyzes Kimberly Clark Corporation in a SWOT analysis and also provides a brief profile of the company in the report Kimberly Clark Corporation – SWOT Framework Analysis. It is an in-depth analysis of the strengths, weaknesses, opportunities and threats that face Kimberly Clark Corporation in the present-day business scenario.

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