

American Greetings Corp - Strategic SWOT Analysis Review

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Abstracts

American Greetings Corp - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

Scope

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – GlobalData's summarization of the company's business strategy.

SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

Highlights

American Greetings Corp (American Greetings) a subsidiary of Clayton, Dubilier & Rice LLC is a designer and manufacturer of greeting cards and other social expression products. It offers greeting cards, gift wrap, party goods, stationery and giftware. The company is also engaged in design and character licensing. It markets greeting cards under American Greetings, Recycled Paper Greeting, Carlton Cards and Papyrus brand names. American Greetings also offers its products through internet portals, electronic mobile devices and websites such as AmericanGreetings.com, BlueMountain.com and SmashUps application. The company markets its products in various countries including the US, Canada, the UK, Australia and New Zealand. American Greetings is headquartered in Cleveland, Ohio, the US.

Reasons to Buy

Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.

Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.

Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.

Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

Note: Some sections may be missing if data is unavailable for the company.

Contents

SECTION 1 - ABOUT THE COMPANY

American Greetings Corp - Key Facts
American Greetings Corp - Key Employees
American Greetings Corp - Major Products and Services
American Greetings Corp - History
American Greetings Corp - Locations And Subsidiaries
Head Office
Other Locations & Subsidiaries

SECTION 2 – COMPANY ANALYSIS

Company Overview
American Greetings Corp - Business Description
American Greetings Corp - SWOT Analysis
SWOT Analysis - Overview
American Greetings Corp - Strengths
American Greetings Corp - Weaknesses
American Greetings Corp - Opportunities
American Greetings Corp - Threats
American Greetings Corp - Key Competitors

SECTION 3 – APPENDIX

Methodology
About GlobalData
Contact Us
Disclaimer

List Of Tables

LIST OF TABLES

American Greetings Corp, Key Facts
American Greetings Corp, Key Employees
American Greetings Corp, Major Products and Services
American Greetings Corp, History
American Greetings Corp, Subsidiaries
American Greetings Corp, Key Competitors

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