

Aura Light International AB - Strategic SWOT Analysis Review

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Aura Light International AB - 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

Aura Light International AB (Aura Light), a subsidiary of Aura Light Group AB, is a developer and supplier of lighting solutions. The company's product portfolio includes light sources, lighting control and luminaires. The company offers its products for both indoor and outdoor applications. Its indoor applications include industrial lighting, warehouses, offices, educational facilities, retail, healthcare and circulation areas. Its outdoor applications include roads and tunnels, parking and transportation areas, and oil and gas. The company serves public sector, industrial, commercial and retail customer segments. Aura Light has a production facility in Vimmerby, Sweden. It has operational presence in Sweden, Finland, Norway, Germany, France, Italy, Portugal, Spain, the UK, and the US. Aura light is headquartered in Solna, Stockholm, Sweden.

Aura Light International AB Key Recent Developments

Apr 24,2017: Aura Light is back in the LUMA factory
Mar 15,2017: LED solution with 2 years' pay-off for printing company
Jan 09,2017: Per Lindeberg new CEO of Aura Light

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.

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COMPANIES MENTIONED

Zumtobel Group AG
OSRAM GmbH
Novaled AG
Nichia Corporation
Koninklijke Philips N.V.
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GE Lighting LLC
Cree Inc
Acuity Brands Lighting, Inc.

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