

Beiersdorf AG (BEI) - Financial and Strategic SWOT Analysis Review

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Beiersdorf AG (BEI) - Financial and Strategic SWOT Analysis Review provides you an in-depth strategic SWOT analysis of the company's businesses and operations. The profile has been compiled by GlobalData to bring to you a clear and an unbiased view of the company's key strengths and weaknesses and the potential opportunities and threats. The profile helps you formulate strategies that augment your business by enabling you to understand your partners, customers and competitors better.

The profile contains critical company information including:

- Business description – A detailed description of the company's operations and business divisions.
- Corporate strategy – Analyst'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 and contact details of key locations and subsidiaries of the company.
- Detailed financial ratios for the past five years – The latest financial ratios derived from the annual financial statements published by the company with 5 years history.
- Interim ratios for the last five interim periods – The latest financial ratios derived from the quarterly/semi-annual financial statements published by the company for 5 interims history.

Highlights

Beiersdorf AG (Beiersdorf) is a personal care company that manufactures skin and body care products, and self-adhesive product solutions. The company's product portfolio comprises deodorants, face care, body care, sun protection, anti-aging skin care, lip care, plaster and wound care, fragrance compositions, hand care, hair care, and odor. It also provides self-adhesive products and solutions for mounting, affixing, renovating, repairing, packaging, insulating, and insects, dust, and drafts protection applications. Beiersdorf markets its products under NIVEA, Eucerin, La Prairie, Labello, Hansaplast, Florena, 8x4, arix, SLEK, and HIDROFUGAL brands. It serves consumer, automotive, electrical engineering and electronics, print and paper, construction, pharmaceutical, solar and wind energy, safety and security applications. The company has business operations across Europe, Africa, Asia, Oceania, North America, and Latin America. It operates production facilities in Brazil, China, India, Italy, the US, and Germany. Beiersdorf is headquartered in Hamburg, Germany.

Beiersdorf AG Key Recent Developments

Feb 03,2017: Beiersdorf appoints new executive board member

Key benefits of buying this profile include:

You get detailed information about the company and its operations to identify potential customers and suppliers.

- The profile analyzes the company's business structure, operations, major products and services, prospects, locations and subsidiaries, key executives and their biographies and key competitors.

Understand and respond to your competitors' business structure and strategies, and capitalize on their weaknesses. Stay up to date on the major developments affecting the company.

- The company's core strengths and weaknesses and areas of development or decline are analyzed and presented in the profile objectively. Recent developments in the company covered in the profile help you track important events.

Equip yourself with information that enables you to sharpen your strategies and transform your operations profitably.

- Opportunities that the company can explore and exploit are sized up and its growth potential assessed in the profile. Competitive and/or technological threats are highlighted.

Scout for potential investments and acquisition targets, with detailed insight into the companies' strategic, financial and operational performance.

- Financial ratio presented for major public companies in the profile include the revenue trends, profitability, growth, margins and returns, liquidity and leverage, financial position and efficiency ratios.

Gain key insights into the company for academic or business research.

- Key elements such as SWOT analysis, corporate strategy and financial ratios and charts are incorporated in the profile to assist your academic or business research needs.

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

Table of Content

SECTION 1 - ABOUT THE COMPANY

Beiersdorf AG - Key Facts
Beiersdorf AG - Key Employees
Beiersdorf AG - Key Employee Biographies
Beiersdorf AG - Major Products and Services
Beiersdorf AG - History
Beiersdorf AG - Company Statement
Beiersdorf AG - Locations And Subsidiaries
Head Office
Other Locations & Subsidiaries

SECTION 2 – COMPANY ANALYSIS

Beiersdorf AG - Business Description
Beiersdorf AG - SWOT Analysis

SWOT Analysis - Overview
Beiersdorf AG - Strengths
Beiersdorf AG - Weaknesses
Beiersdorf AG - Opportunities
Beiersdorf AG - Threats
Beiersdorf AG - Key Competitors

SECTION 3 – COMPANY FINANCIAL RATIOS

Financial Ratios - Capital Market Ratios
Financial Ratios - Annual Ratios
Performance Chart
Financial Performance
Financial Ratios - Interim Ratios
Financial Ratios - Ratio Charts
Beiersdorf AG, Recent Deals Summary

SECTION 4 – COMPANY'S RECENT DEVELOPMENTS

Feb 03, 2017: Beiersdorf appoints new executive board member

SECTION 5 – APPENDIX

Methodology
Ratio Definitions
About GlobalData
Contact Us
Disclaimer

LIST OF TABLES

Beiersdorf AG, Key Facts
Beiersdorf AG, Key Employees
Beiersdorf AG, Key Employee Biographies
Beiersdorf AG, Major Products and Services
Beiersdorf AG, History
Beiersdorf AG, Other Locations
Beiersdorf AG, Subsidiaries
Beiersdorf AG, Key Competitors
Beiersdorf AG, Ratios based on current share price
Beiersdorf AG, Annual Ratios
Beiersdorf AG, Annual Ratios (Cont...1)
Beiersdorf AG, Annual Ratios (Cont...2)
Beiersdorf AG, Interim Ratios
Beiersdorf AG, Recent Deals Summary
Currency Codes
Capital Market Ratios
Equity Ratios
Profitability Ratios
Cost Ratios
Liquidity Ratios
Leverage Ratios
Efficiency Ratios

LIST OF FIGURES

Beiersdorf AG, Performance Chart (2012 - 2016)
Beiersdorf AG, Ratio Charts

COMPANIES MENTIONED

Unilever PLC
The Procter & Gamble Company
Revlon International Corporation
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L'Oreal S.A.
Johnson & Johnson
Jean Pierre Rosselet Cosmetics AG
Henkel AG & Co. KGaA
Avon Products, Inc.

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