

# Bonnier AB - Strategic SWOT Analysis Review

<https://marketpublishers.com/r/B57C06B79974EN.html>

Date: September 2021

Pages: 23

Price: US\$ 125.00 (Single User License)

ID: B57C06B79974EN

## Abstracts

Bonnier 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

Bonnier AB (Bonnier), a subsidiary of Bonnier Group AB, is a media conglomerate which operates in television, daily newspapers, business and trade press, magazines, film, books, radio and digital media. The company publishes a wide range of newspapers and magazines such as Dagens industri, Expressen, Dagens Nyheter and Sydsvenskan among others. Bonnier also produces and distributes films and videos, and runs cinemas. The company collaborates with authors, journalists and publishers. It has presence in Sweden, Denmark, Estonia, Finland, Germany, Norway, Poland, Russia, the UK and the US. Bonnier is headquartered in Stockholm, Sweden.

## 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**

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

### **SECTION 2 – COMPANY ANALYSIS**

Company Overview  
Bonnier AB - Business Description  
Business Segment: Adlibris  
Overview  
Performance  
Business Segment: Bonnier Books  
Overview  
Performance  
Business Segment: Bonnier Fastigheter  
Overview  
Performance  
Business Segment: Bonnier News  
Overview  
Performance  
Business Segment: Bonnier Publications  
Overview  
Performance  
Business Segment: Bonnier Ventures  
Overview  
Performance  
Business Segment: Other and eliminations  
Performance  
Business Segment: SF Studios

Overview  
Performance  
Bonnier AB - SWOT Analysis  
SWOT Analysis - Overview  
Bonnier AB - Strengths  
Bonnier AB - Weaknesses  
Bonnier AB - Opportunities  
Bonnier AB - Threats  
Bonnier AB - Key Competitors

### **SECTION 3 – APPENDIX**

Methodology  
About GlobalData  
Contact Us  
Disclaimer

## List Of Tables

### LIST OF TABLES

Bonnier AB, Key Facts  
Bonnier AB, Key Employees  
Bonnier AB, Key Employee Biographies  
Bonnier AB, Major Products and Services  
Bonnier AB, History  
Bonnier AB, Subsidiaries  
Bonnier AB, Key Competitors

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