

## Campbell Soup Company (CPB) - Financial and Strategic SWOT Analysis Review

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Campbell Soup Company (CPB) - 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

Campbell Soup Company (Campbell) produces and sells convenience food and beverage products in the US and in other international markets. Its product portfolio includes soups, broths and stock products, cookies, crackers, biscuits, baked products, sauces, carrot products, refrigerated and salad dressings, refrigerated salsa, hummus, dips, plum foods and snacks. These products are marketed under various brands including Pepperidge Farm, Bolthouse Farms, Arnott's, V8, Swanson, Pace, Prego, Plum, Gold Fish and Garden Fresh, to mention a few. It merchandises and sells these products through various retail food chains, mass merchandisers, mass discounters, club stores, drug stores, convenience stores, dollar stores and other retail, commercial and non-commercial establishments in the US, Canada and Latin America. In addition, it also owns and manages manufacturing facilities in various states of the US and in Australia, Canada, Denmark, Indonesia and Malaysia. Campbell is headquartered in New Jersey, the US.

### Campbell Soup Company Key Recent Developments

Nov 22,2017: Campbell reports Q1 fiscal 2018 results  
Nov 15,2017: Campbell appoints Monica Diaz as chief diversity and inclusion officer  
Nov 14,2017: Campbell's hires chief diversity and inclusion officer  
Oct 10,2017: Campbell appoints Francisco Fraga as chief technology and information officer  
Aug 09,2017: Campbell's Soup distribution facility to create 220 new jobs

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

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Nov 15, 2017: Campbell appoints Monica Diaz as chief diversity and inclusion officer  
Oct 10, 2017: Campbell appoints Francisco Fraga as chief technology and information officer  
Jul 19, 2017: Campbell appoints Shakeel Farooque as head of digital & e-commerce organization  
Jun 15, 2017: Campbell elevates supply chain, sales and corporate strategy executives to leadership team  
May 19, 2017: Campbell reports Q3 2017 results  
May 19, 2017: Campbell reports Q3 results  
May 17, 2017: Campbell Announces New 4.4-Megawatt Solar Array at Its World Headquarters  
Mar 22, 2017: Campbell board elects Fabiola Arredondo as new director  
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The Kraft Heinz Co  
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