

## Consumers Energy Company - Strategic SWOT Analysis Review

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Consumers Energy Company - 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

Consumers Energy Company (Consumers), formerly Consumers Power, is an electric and natural gas utility. The company generates purchases, transmits, distributes, and sells electricity. It also carries out the purchase, transmission, storage, distribution, and sale of natural gas. It generates electricity from coal-fired and oil-fired generating plants, hydroelectric plants, a pumped storage generating plant, and several combustion-turbine plants, among others. The company owns and operates gas transmission, storage, and distribution facilities. It serves individuals and businesses in the fields of alternative energy, automotive, chemical, metal, and food products industries, and also a diversified group of other industries in Michigan's Lower Peninsula. The company operates as a subsidiary of CMS Energy Corporation. Consumers is headquartered in Jackson, the US.

### Consumers Energy Company Key Recent Developments

Apr 17,2017: Consumers Energy Offers Appliance Recycling, Helping Michigan Residents Reduce Costs and Earn Rebates

Apr 04,2017: MPSC to hold two informational public meetings on Consumers Energy's proposal dealing with early termination of its Palisades power purchase agreement

Mar 31,2017: Consumers Energy to Provide Up to 150,000 LED Bulbs to Michigan Families through Food

## Banks

Mar 28,2017: MPSC directs DTE Electric Company and Consumers Energy Company to file reports on their responses to March 8 windstorm

Mar 10,2017: MPSC directs Consumers Energy Company and DTE Electric Company to make filings related to the establishment of a State Reliability Mechanism

## 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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Mar 02, 2017: Consumers Energy Launches Peak Power Savers: Allows Households to Lower Energy Bills, Receive Credits

Feb 28, 2017: MPSC authorizes Consumers Energy to increase electric rates

Feb 01, 2017: Consumers Energy Names Greg Salisbury Vice President of Distribution Performance

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## COMPANIES MENTIONED

Michigan Gas Utilities Corp

Lakeshore Energy Services LLC

Indiana Michigan Power Company  
Energy 21-North American Gas Inc.  
DTE Gas Company  
Bishop Energy Services LLC  
Aurora Gas Company

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