

# The Dixie Group, Inc. (DXYN): Company Profile and SWOT Analysis

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## Abstracts

### SYNOPSIS

Timetric's "The Dixie Group, Inc. (DXYN): Company Profile and SWOT Analysis" contains in depth information and data about the company and its operations. The profile contains a company overview, key facts, major products and services, SWOT analysis, business description, company history, financial analysis, mergers & acquisitions, recent developments, key employees, company locations and subsidiaries, employee biographies as well as competitive benchmarking data.

### SUMMARY

This report is a crucial resource for industry executives and anyone looking to access key information about 'The Dixie Group, Inc.'

The report utilizes a wide range of primary and secondary sources, which are analyzed and presented in a consistent and easily accessible format. Timetric strictly follows a standardized research methodology to ensure high levels of data quality and these characteristics guarantee a unique report.

### SCOPE

Examines and identifies key information and issues about 'The Dixie Group, Inc.' for business intelligence requirements.

Studies and presents the company's strengths, weaknesses, opportunities (growth potential) and threats (competition). Strategic and operational business

information is objectively reported.

Provides data on company financial performance and competitive benchmarking.

The profile also contains information on business operations, company history, major products and services, key employees, and locations and subsidiaries.

## **REASONS TO BUY**

Quickly enhance your understanding of 'The Dixie Group, Inc.'

Gain insight into the marketplace and a better understanding of internal and external factors which could impact the industry.

Increase business/sales activities by understanding your competitors' businesses better.

Recognize potential partnerships and suppliers.

## **KEY HIGHLIGHTS**

The Dixie Group, Inc. (DGI) manufactures floor covering products. The company offers carpets, luxury vinyl tiles, and rugs for commercial and residential customers. It caters to interior decorators and designers, luxury home builders, floorcovering retailers and home centers. DGI offers its products under Fabrica, Masland, Dixie Home, Atlas and private label brands. The company manufactures Fabrica brand products for the residential soft floor covering, and Masland brand for high-end residential and specified commercial customers and hospitality market. Dixie Home brand products cater to high-end broadloom residential carpet market. Atlas offers carpet tile products for upper-end commercial market. The company also provides carpet yarn processing and carpet dyeing, and finishing services to other manufacturers. DGI is headquartered in Dalton, Georgia, the US.

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### COMPANIES MENTIONED

The Dixie Group, Inc.

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