

## Hallmark Cards, Inc. - Strategic SWOT Analysis Review

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Hallmark Cards, Inc. - 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

Hallmark Cards, Inc. (Hallmark) is a family owned manufacturer of greeting cards. The company, together with its subsidiaries, manufactures and supplies gift wrap, kids products, story books, ornaments and other products. Hallmark distributes its products through retail outlets and independently owned Hallmark Gold Crown stores across the world. Its major brands include Hallmark Cards, Gift Collections, Keepsake Ornaments, Crayola, Silly Putty, Crown Center, Portfolio Series, The Crayola Experience, DaySpring, and Lolita. The company markets its products and services through online at [hallmark.com](http://hallmark.com) and television channels such as Hallmark and Hallmark Hall of Fame original movies. It also offers e-greeting cards through various sources. Hallmark enables children's creativity through Crayola crayons, art tools, crafting activities and creative toys. It operates production facilities in Center, Lawrence, Leavenworth, Liberty, and Metamora, the US. The company has business presence in Australia, Germany, the UK, India, Germany, Belgium, Canada, France and other countries. Hallmark is headquartered in Kansas City, Missouri, the US.

### Hallmark Cards, Inc. Key Recent Developments

Feb 21,2017: Hallmark announces more than 150 full-time jobs in Kansas City area

Feb 16,2017: Hallmark Cards appoints new board member

## 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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#### **COMPANIES MENTIONED**

Tuesday Morning Corporation  
Taylor Corporation  
Scholastic Corporation  
CSS Industries, Inc.  
Cimpress N.V.  
Amscan Holdings, Inc.  
American Greetings Corporation

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