

The Interpublic Group of Companies, Inc. (IPG) - Financial and Strategic SWOT Analysis Review

https://marketpublishers.com/r/ICFA1FB26C6EN.html

Date: May 2021

Pages: 41

Price: US\$ 125.00 (Single User License)

ID: ICFA1FB26C6EN

Abstracts

The Interpublic Group of Companies, Inc. (IPG) - 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

The Interpublic Group of Companies Inc (Interpublic) is a global advertising and marketing services company. The company specializes in consumer advertising, digital marketing, communications planning and media buying, public relations and specialized communications disciplines. It also provides centralized functional services to clients to enable them to achieve operational efficiencies in the areas of accounting and finance, executive compensation management and recruitment assistance, employee benefits, marketing information retrieval and analysis, internal audit, legal services, real estate expertise and travel services. Interpublic offer their services under McCann Worldgroup, Foote, MullenLowe, Acxiom, Cone & Belding, IPG Media Lab, MAGNA, Orion Holdings, Rapport, Reprise, MRM, CRAFT, Weber Shandwick, Golin, Octagon, Jack Morton, FutureBrand, DeVries, Carmichael, Lynch, Deutsch, Hill Holliday, Huge, R/GA, FCB/SIX and New Honor Society brands among others. The company operates across the Americas, Asia-Pacific and Europe through a network of global and domestic agencies. Interpublic is headquartered in New York, the US.

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



Contents

SECTION 1 - ABOUT THE COMPANY

The Interpublic Group of Companies, Inc. - Key Facts

The Interpublic Group of Companies, Inc. - Key Employees

The Interpublic Group of Companies, Inc. - Key Employee Biographies

The Interpublic Group of Companies, Inc. - Major Products and Services

The Interpublic Group of Companies, Inc. - History

The Interpublic Group of Companies, Inc. - Company Statement

The Interpublic Group of Companies, Inc. - Locations And Subsidiaries

Head Office

Other Locations & Subsidiaries

SECTION 2 – COMPANY ANALYSIS

Company Overview

The Interpublic Group of Companies, Inc. - Business Description

Business Segment: DXTRA

Overview

Performance

Business Segment: IAN

Overview

Performance

Geographical Segment: International

Target Markets

Performance

Geographical Segment: The US

Performance

The Interpublic Group of Companies, Inc. - Corporate Strategy

The Interpublic Group of Companies, Inc. - SWOT Analysis

SWOT Analysis - Overview

The Interpublic Group of Companies, Inc. - Strengths

The Interpublic Group of Companies, Inc. - Weaknesses

The Interpublic Group of Companies, Inc. - Opportunities

The Interpublic Group of Companies, Inc. - Threats

The Interpublic Group of Companies, Inc. - Key Competitors

SECTION 3 – COMPANY FINANCIAL RATIOS



Financial Ratios - Capital Market Ratios
Financial Ratios - Annual Ratios
Performance Chart
Financial Performance
Financial Ratios - Interim Ratios
Financial Ratios - Ratio Charts

SECTION 4 – APPENDIX

Methodology
Ratio Definitions
About GlobalData
Contact Us
Disclaimer



List Of Tables

LIST OF TABLES

The Interpublic Group of Companies, Inc., Key Facts

The Interpublic Group of Companies, Inc., Key Employees

The Interpublic Group of Companies, Inc., Key Employee Biographies

The Interpublic Group of Companies, Inc., Major Products and Services

The Interpublic Group of Companies, Inc., History

The Interpublic Group of Companies, Inc., Other Locations

The Interpublic Group of Companies, Inc., Subsidiaries

The Interpublic Group of Companies, Inc., Key Competitors

The Interpublic Group of Companies, Inc., Ratios based on current share price

The Interpublic Group of Companies, Inc., Annual Ratios

The Interpublic Group of Companies, Inc., Annual Ratios (Cont...1)

The Interpublic Group of Companies, Inc., Annual Ratios (Cont...2)

The Interpublic Group of Companies, Inc., Interim Ratios

Currency Codes

Capital Market Ratios

Equity Ratios

Profitability Ratios

Cost Ratios

Liquidity Ratios

Leverage Ratios

Efficiency Ratios



List Of Figures

LIST OF FIGURES

The Interpublic Group of Companies, Inc., Performance Chart (2016 - 2020) The Interpublic Group of Companies, Inc., Ratio Charts



I would like to order

Product name: The Interpublic Group of Companies, Inc. (IPG) - Financial and Strategic SWOT Analysis

Review

Product link: https://marketpublishers.com/r/ICFA1FB26C6EN.html

Price: US\$ 125.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

First name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/ICFA1FB26C6EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970



