

Mars, Incorporated - Strategic SWOT Analysis Review

URL:	https://marketpublishers.com/r/MFDA004EEFAEN.html
Date:	May 9, 2017
Pages:	33
Price:	US\$ 125.00
ID:	MFDA004EEFAEN

Mars, Incorporated - 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

Mars, Incorporated (Mars) is a global confectionery and pet care company involved in manufacturing and distribution of chocolate, non-chocolate confectionery, hot drinks, food and pet care products. The company markets its products under several global brands including M&M's, Snickers, Dove, Mars, Wrigley's, Orbit, Extra, Pedigree, Whiskas, Royal Canin, Double mint, and TWIX. Mars also operates pet hospitals in the US and Canada. The company offers its products to distributors, specialty stores, retailers, and veterinary practices. It has business presence across North America, Asia Pacific, Europe, Latin America and the Middle East. Mars is headquartered in McLean, Virginia, the US.

Mars, Incorporated Key Recent Developments

May 11,2016: Mars signs PPA and moves to 100% renewable electricity for UK operations
Jan 12,2016: Bio-Rad Joins Food Safety Consortium with IBM and Mars

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.

Table of Content

SECTION 1 - ABOUT THE COMPANY

Mars, Incorporated - Key Facts
Mars, Incorporated - Key Employees
Mars, Incorporated - Major Products and Services
Mars, Incorporated - History
Mars, Incorporated - Company Statement
Mars, Incorporated - Locations And Subsidiaries
Head Office
Other Locations & Subsidiaries

SECTION 2 – COMPANY ANALYSIS

Mars, Incorporated - Business Description
Mars, Incorporated - Corporate Strategy
Mars, Incorporated - SWOT Analysis
SWOT Analysis - Overview
Mars, Incorporated - Strengths
Mars, Incorporated - Weaknesses
Mars, Incorporated - Opportunities
Mars, Incorporated - Threats
Mars, Incorporated - Key Competitors
Mars, Incorporated, Recent Deals Summary

SECTION 3 – COMPANY'S RECENT DEVELOPMENTS

May 11, 2016: Mars signs PPA and moves to 100% renewable electricity for UK operations
Jan 12, 2016: Bio-Rad Joins Food Safety Consortium with IBM and Mars

SECTION 4 – APPENDIX

Methodology
About GlobalData
Contact Us
Disclaimer

LIST OF TABLES

Mars, Incorporated, Key Facts
Mars, Incorporated, Key Employees
Mars, Incorporated, Major Products and Services

Mars, Incorporated, History
Mars, Incorporated, Other Locations
Mars, Incorporated, Subsidiaries
Mars, Incorporated, Key Competitors
Mars, Incorporated, Recent Deals Summary

COMPANIES MENTIONED

The Hershey Company
Nestle SA
Mondelez International, Inc.
Hill's Pet Nutrition, Inc.
Affinity Petcare SA

I would like to order:

Product name: Mars, Incorporated - Strategic SWOT Analysis Review
Product link: <https://marketpublishers.com/r/MFDA004EEFAEN.html>
Product ID: MFDA004EEFAEN
Price: US\$ 125.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/MFDA004EEFAEN.html>

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

First name:
Last name:
E-mail:
Company:
Address:
City:
Zip/Post Code:
Country:
Tel:
Fax:
Your message:

* All fields are required

Customer Signature _____

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