

Mars Incorporated - Strategic SWOT Analysis Review

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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. It is primarily 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

- Mar 14,2018: Mars hires vice president and general counsel
- Mar 13,2018: Mars Ireland Appoints Bill Heague As New General Manager
- Dec 06,2017: Candy giant to open new HQ in Newark
- Dec 06,2017: Mars to move HQ to NJ, 1,500 new jobs expected
- Dec 05,2017: Candymaker Mars Wrigley picks its new U.S. headquarters

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

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

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