

## Neiman Marcus Group Ltd. LLC - Strategic SWOT Analysis Review

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Neiman Marcus Group Ltd. LLC - 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

Neiman Marcus Group LTD LLC (Neiman), a subsidiary of Neiman Marcus Group Inc, is a retail company that provides fashion, apparel, jewelry and accessories. Its product offerings include sportswear, handbags, shoes, cosmetics, men's clothing and accessories, women's couture and designer apparel, designer jewelry, decorative home accessories, fine china, crystal and silver, and children's apparel and gift items. The company sells products in stores, on websites, and through e-mail, text or phone. Neiman also sells end-of-season and post-season clearance goods on lastcall.com platform; and offers luxury home furnishings and accessories through horchow.com and print catalogs. It sells its products through Neiman Marcus, Bergdorf Goodman, and MyTheresa brands across North America and Europe. Neiman is headquartered in Dallas, Texas, the US.

### Neiman Marcus Group Ltd. LLC Key Recent Developments

- Nov 15,2017: Neiman Marcus hires new chief information security officer
- Oct 11,2017: Neiman Marcus reports Q4 and fiscal year 2017 results
- Aug 03,2017: Cellmid Secures Premium US Retail Channel For Evolis
- Jul 26,2017: Neiman Marcus to cut 225 jobs
- Jul 13,2017: Neiman Marcus loses its first-ever chief information security officer

## 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**

Saks Fifth Avenue  
Nordstrom Inc  
Express Inc.  
Blue Nile, Inc.  
Bloomingdale's Inc  
Barneys New York  
Aeropostale, Inc.

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