

Ocean Spray Cranberries Inc: Company Profile and SWOT Analysis

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Abstracts

SYNOPSIS

Timetric's 'Ocean Spray Cranberries Inc : Company Profile and SWOT Analysis' contains in depth information and data about the company and its operations. The profile contains a company overview, key facts, major products and services, SWOT analysis, business description, company history, financial analysis, mergers & acquisitions, recent developments, key employees as well as company locations and subsidiaries.

SUMMARY

This report is a crucial resource for industry executives and anyone looking to access key information about 'Ocean Spray Cranberries Inc'

The report utilizes a wide range of primary and secondary sources, which are analyzed and presented in a consistent and easily accessible format. Timetric strictly follows a standardized research methodology to ensure high levels of data quality and these characteristics guarantee a unique report.

SCOPE

Examines and identifies key information and issues about 'Ocean Spray Cranberries Inc' for business intelligence requirements.

Studies and presents the company's strengths, weaknesses, opportunities (growth potential) and threats (competition). Strategic and operational business

information is objectively reported.

The profile also contains information on business operations, company history, major products and services, key employees, and locations and subsidiaries.

REASONS TO BUY

Quickly enhance your understanding of 'Ocean Spray Cranberries Inc'

Gain insight into the marketplace and a better understanding of internal and external factors which could impact the industry.

Increase business/sales activities by understanding your competitors' businesses better.

Recognize potential partnerships and suppliers.

Ocean Spray Cranberries, Inc. (Ocean Spray) is a producer and marketer of fruit based beverages and related products. The company's product portfolio includes juices and drinks of various fruits such as cranberry, blueberry, grapefruit; dried fruits including dried cranberries, blueberry juice infused and cherry juice infused; fresh fruits, sauces and fruit flavored snacks. The company markets its products under the brands of Ocean Spray, pact, Wave, Barpacs, no-Thaw, Cran, Raspberry, and Craisins. Ocean Spray offers its products to retail customers; foodservice establishments such as restaurants, bars, cafeterias, hospitals and hotels; and other food manufacturers. The company has business operations across North America, the Caribbean, Central and South America, Asia Pacific, Europe, the Middle East and Africa. Ocean Spray is headquartered in Lakeville-Middleboro, Massachusetts, the US.

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