

Omnicom Group Inc (OMC) - Financial and Strategic SWOT Analysis Review

URL:	https://marketpublishers.com/r/O361F53BFF7EN.html
Date:	September 18, 2018
Pages:	42
Price:	US\$ 125.00
ID:	O361F53BFF7EN

Omnicom Group Inc (OMC) - 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

Omnicom Group Inc (Omnicom) is a strategic holding company that offers advertising, corporate communications, and marketing services through branded networks and agencies. Its offerings include digital and interactive marketing, strategic media planning and buying, direct and promotional marketing, public relations and other specialty communications services. The company serves food and beverage, pharmaceuticals and health care, technology, consumer products, automobile, financial services, travel and entertainment, retail, telecommunications, and other industries. It has operations in North America, Europe, Asia Pacific, Latin America, the Middle East, and Africa. Omnicom is headquartered in New York, the US.

Omnicom Group Inc Key Recent Developments

Sep 12,2018: GRYT Health and Omnicom Group announce strategic partnership to increase collaboration and innovation between the cancer community and industry

Jun 22,2018: Omnicom Wins Holding Company of the Year at the 2018 Cannes Lions International Festival

of Creativity

Mar 28,2018: Ronnie Hawkins joins board of directors

Mar 27,2018: DDB San Francisco hires Whitney Ball as VP, head of talent

Feb 16,2018: Ronnie S. Hawkins Appointed to Omnicom Group Board of Directors

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

Table of Content

SECTION 1 - ABOUT THE COMPANY

Omnicom Group Inc - Key Facts
Omnicom Group Inc - Key Employees
Omnicom Group Inc - Key Employee Biographies
Omnicom Group Inc - Major Products and Services
Omnicom Group Inc - History
Omnicom Group Inc - Company Statement
Omnicom Group Inc - Locations And Subsidiaries
Head Office
Other Locations & Subsidiaries

SECTION 2 – COMPANY ANALYSIS

Company Overview

Omnicom Group Inc - Business Description

Product Category: Advertising

Performance

Product Category: CRM Consumer Experience

Performance

Product Category: CRM Execution & Support

Performance

Product Category: Healthcare

Performance

Product Category: Latin America

Performance

Product Category: Public Relations

Performance

Geographical Segment: Asia Pacific

Performance

Geographical Segment: Europe

Performance

Geographical Segment: Middle East and Africa

Performance

Geographical Segment: North America

Performance

Omnicom Group Inc - Corporate Strategy

Omnicom Group Inc - SWOT Analysis

SWOT Analysis - Overview

Omnicom Group Inc - Strengths

Omnicom Group Inc - Weaknesses

Omnicom Group Inc - Opportunities

Omnicom Group Inc - Threats

Omnicom Group 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 – COMPANY'S RECENT DEVELOPMENTS

Sep 12, 2018: GRYT Health and Omnicom Group announce strategic partnership to increase collaboration and innovation between the cancer community and industry

Jun 22, 2018: Omnicom Wins Holding Company of the Year at the 2018 Cannes Lions International Festival of Creativity

Feb 16, 2018: Ronnie S. Hawkins Appointed to Omnicom Group Board of Directors

SECTION 5 – APPENDIX

Methodology

Ratio Definitions

About GlobalData

Contact Us

Disclaimer

LIST OF TABLES

Omnicom Group Inc, Key Facts
Omnicom Group Inc, Key Employees
Omnicom Group Inc, Key Employee Biographies
Omnicom Group Inc, Major Products and Services
Omnicom Group Inc, History
Omnicom Group Inc, Other Locations
Omnicom Group Inc, Subsidiaries
Omnicom Group Inc, Key Competitors
Omnicom Group Inc, Ratios based on current share price
Omnicom Group Inc, Annual Ratios
Omnicom Group Inc, Annual Ratios (Cont.1)
Omnicom Group Inc, Annual Ratios (Cont.2)
Omnicom Group Inc, Interim Ratios
Currency Codes
Capital Market Ratios
Equity Ratios
Profitability Ratios
Cost Ratios
Liquidity Ratios
Leverage Ratios
Efficiency Ratios

LIST OF FIGURES

Omnicom Group Inc, Performance Chart (2013 - 2017)
Omnicom Group Inc, Ratio Charts

COMPANIES MENTIONED

WPP Plc
Weber Shandwick
The Interpublic Group of Companies, Inc.
MDC Partners Inc.
Havas SA
Catalina Marketing Corporation

I would like to order:

Product name: Omnicom Group Inc (OMC) - Financial and Strategic SWOT Analysis Review
Product link: <https://marketpublishers.com/r/O361F53BFF7EN.html>
Product ID: O361F53BFF7EN
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/O361F53BFF7EN.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**