

Puma SE (PUM) - Strategic SWOT Analysis Review

<https://marketpublishers.com/r/PCBA33A5CDDEN.html>

Date: June 2018

Pages: 39

Price: US\$ 125.00 (Single User License)

ID: PCBA33A5CDDEN

Abstracts

Puma SE (PUM) - 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

Puma SE (Puma) is a sports company that designs, develops, markets and sells footwear, apparel and accessories for men and women. It offers these products to team sports, golf, motorsports, running and training, sportstyle and kids. These products are marketed under the brands of PUMA, Cobra Golf and Dobotex. It sells these products directly to its consumers through its owned retail stores and online stores and through wholesale and retail traders. The company also issues and authorizes licenses to various independent partners to produce, market and distribute its fragrances, eyewear, watches and accessories related products. The company operates in Europe, Middle East and Africa (EMEA), Americas and Asia-Pacific. Puma is headquartered in Herzogenaurach, Bavaria, Germany.

Puma SE Key Recent Developments

Apr 26,2018: PUMA hires Martin Benda as general counsel

Apr 24,2018: Puma SE announces results for Q1 2018

Feb 12,2018: PUMA exceeds 4 billion Euro Sales Mark for the first Time

Oct 18,2017: PUMA publishes preliminary results for Q3 2017

Oct 18,2017: PUMA publishes preliminary results for Q3 2017

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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Oct 18, 2017: PUMA publishes preliminary results for Q3 2017

Oct 18, 2017: PUMA publishes preliminary results for Q3 2017

Jul 26, 2017: PUMA announces strong sales and EBIT growth continues in Q2

Jun 07, 2017: Puma appoints chief compliance officer

Apr 25, 2017: Puma announces strong sales and EBIT growth in Q1

Apr 25, 2017: PUMA reports revenue growth in first quarter of 2017

Apr 25, 2017: PUMA announces strong sales and EBIT growth in the first quarter

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COMPANIES MENTIONED

Reebok Spain SA
NIKE Deutschland GmbH
Hugo Boss AG
Fila Group
Callaway Golf Company
ASICS Corporation
adidas AG

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