

# Tower International Inc - Strategic SWOT Analysis Review

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## Abstracts

Tower International Inc - 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

Tower International Inc (Tower International) a subsidiary of Autokiniton Global Group LP, is a manufacturer of engineered automotive structural metal components and assemblies. Its portfolio includes roof frame, and panel, longitudinal beam, front fender, rocker, crossmembers, floor pan assemblies, full frames, doors, pillars, panels, fenders and others. It serves vehicle models including sports utility vehicle (SUV), pickup trucks, small car, van, large car, multi-purpose vehicles (MPV) and others respectively. The company operates through manufacturing facilities in the US, Mexico, Belgium, Brazil, Slovakia, China, Italy, Germany, Poland, and Czech Republic; and engineering and sales facilities in China, Italy, Brazil, the US, Japan, Germany, and India. Tower International is headquartered in Livonia, Michigan, the US.

## 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.

## Contents

### **SECTION 1 - ABOUT THE COMPANY**

Tower International Inc - Key Facts  
Tower International Inc - Key Employees  
Tower International Inc - Key Employee Biographies  
Tower International Inc - Major Products and Services  
Tower International Inc - History  
Tower International Inc - Locations And Subsidiaries  
Head Office  
Other Locations & Subsidiaries

### **SECTION 2 – COMPANY ANALYSIS**

Company Overview  
Tower International Inc - Business Description  
Tower International Inc - SWOT Analysis  
SWOT Analysis - Overview  
Tower International Inc - Strengths  
Tower International Inc - Weaknesses  
Tower International Inc - Opportunities  
Tower International Inc - Threats  
Tower International Inc - Key Competitors

### **SECTION 3 – APPENDIX**

Methodology  
About GlobalData  
Contact Us  
Disclaimer

## List Of Tables

### LIST OF TABLES

Tower International Inc, Key Facts  
Tower International Inc, Key Employees  
Tower International Inc, Key Employee Biographies  
Tower International Inc, Major Products and Services  
Tower International Inc, History  
Tower International Inc, Subsidiaries  
Tower International Inc, Key Competitors

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