

# WPP Plc (WPP) - Financial and Strategic SWOT Analysis Review

<https://marketpublishers.com/r/W9E3E031044BEN.html>

Date: June 2021

Pages: 52

Price: US\$ 125.00 (Single User License)

ID: W9E3E031044BEN

## Abstracts

WPP Plc (WPP) - 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

WPP Plc (WPP) is a communications services group that provides advertising; media investment management; public relations and public affairs; healthcare communications; direct, digital, promotion and relationship marketing; data investment management; branding and identity; and specialist communications. The company also offers a range of consumer, corporate and employee branding and design services including identity, packaging, literature, events, training and architecture. The company serves Fortune Global 500, Dow Jones 30, NASDAQ 100, and other companies across North America, Latin America, Africa, Asia Pacific, the Middle East, and Central and Eastern, and Western Continental Europe. WPP is headquartered in London, Greater London, the UK.

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

## Contents

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

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

### **SECTION 2 – COMPANY ANALYSIS**

Company Overview  
WPP Plc - Business Description  
Business Segment: Global Integrated Agencies  
Overview  
Performance  
Business Segment: Public Relation  
Performance  
Business Segment: Public Relations  
Overview  
Business Segment: Specialist Agencies  
Overview  
Performance  
Geographical Segment: Asia Pacific, Latin America, Africa & Middle East and Central & Eastern Europe  
Performance  
Geographical Segment: North America  
Performance  
Geographical Segment: The UK  
Performance  
Geographical Segment: Western Continental Europe  
Performance  
R&D Overview  
WPP Plc - Corporate Strategy

WPP Plc - SWOT Analysis  
SWOT Analysis - Overview  
WPP Plc - Strengths  
WPP Plc - Weaknesses  
WPP Plc - Opportunities  
WPP Plc - Threats  
WPP Plc - 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  
WPP Plc, Recent Deals Summary

### **SECTION 4 – APPENDIX**

Methodology  
Ratio Definitions  
About GlobalData  
Contact Us  
Disclaimer

## List Of Tables

### LIST OF TABLES

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

## List Of Figures

### LIST OF FIGURES

WPP Plc, Performance Chart (2016 - 2020)

WPP Plc, Ratio Charts

## I would like to order

Product name: WPP Plc (WPP) - Financial and Strategic SWOT Analysis Review

Product link: <https://marketpublishers.com/r/W9E3E031044BEN.html>

Price: US\$ 125.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W9E3E031044BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.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