

# Accor SA - Strategy, SWOT and Corporate Finance Report

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## Abstracts

Accor SA - Strategy, SWOT and Corporate Finance Report

### SUMMARY

Accor SA - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### KEY HIGHLIGHTS

Accor SA (Accor) is a hotel operator. The company manages and franchises luxury, upscale, midscale, and economy hotels. It operates hotels under various brand names including Raffles, Sofitel, Fairmont, Swissotel, Adagio, MGallery, Pullman, Grand Mercure, Novotel, Novotel Suites, Adagio Access, ibis, ibis Styles, ibis Budget and hotelF1, among others. The group is also into asset portfolio management, construction, renovations, hotel design, and maintenance activities. Its operations are spanned across Europe, the Middle East and Africa, North America, Central America and the Caribbean, South America, and Asia-Pacific. The company is headquartered in Issy-Les-Moulineaux, France.

### SCOPE

Detailed information on Accor SA required for business and competitor intelligence needs

A study of the major internal and external factors affecting Accor SA in the form of a SWOT analysis

An in-depth view of the business model of Accor SA including a breakdown and examination of key business segments

Intelligence on Accor SA's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Accor SA, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

## **REASONS TO BUY**

Gain understanding of Accor SA and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Accor SA as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Accor SA's business structure, strategy and prospects.

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