

Brunswick Corporation - Company Profile and SWOT Analysis

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Abstracts

Brunswick Corporation. Company Profile and SWOT Analysis

Summary

Brunswick Corporation. Company Profile and SWOT Analysis, 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

Brunswick Corporation (Brunswick or “the company”) is a manufacturer of marine and recreation equipment. The company designs, manufactures and markets boats, marine engines and active recreation products. It also sells products for active aging and rehabilitation. The company markets these products under Mercury, MerCruiser, ProMariner, Cypress Cay, Mastervolt, Harris, Lowe, Lund and Princecraft brand names. Brunswick distributes its products through independent distributors, dealers, and retailers. The company also provides financial services through its subsidiaries. It has business operations across the Americas, Europe, Asia-Pacific, and Africa and the Middle East. The company is headquartered in Mettawa, Illinois, the US.

Scope

Detailed information on Brunswick Corporation required for business and competitor intelligence needs

A study of the major internal and external factors affecting Brunswick Corporation in the form of a SWOT analysis

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

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

News about Brunswick Corporation, 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 Brunswick Corporation and the factors that influence its strategies.

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

Assess Brunswick Corporation as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Brunswick Corporation's business structure, strategy and prospects.

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