

Columbia Sportswear Company - Strategy, SWOT and Corporate Finance Report

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Abstracts

Columbia Sportswear Company %li%Strategy, SWOT and Corporate Finance Report

Summary

Columbia Sportswear Company %li%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

Columbia Sportswear Company (Columbia Sportswear or 'the company') designs, develops, manufactures, sources, markets, and distributes outdoor and active lifestyle apparel, footwear, accessories, and equipment. The company provides its products under various brands, including Columbia, Sorel, Mountain Hardwear, and prAna, among others. It distributes its products through various channels including wholesale distribution, direct-to-consumer, independent international distributors, and licensees. The company operates distribution centers in Portland, Oregon, and Robards, Kentucky of the US, Cambrai, France, and London, Ontario. Columbia Sportswear also markets products online through e-commerce websites. Through subsidiaries, Columbia Sportswear operates across the Americas, Asia Pacific, Europe, and the Middle East and Africa (EMEA). The company is headquartered in Portland, Oregon, the US.

Scope

Detailed information on Columbia Sportswear Company required for business

and competitor intelligence needs

A study of the major internal and external factors affecting Columbia Sportswear Company in the form of a SWOT analysis

An in-depth view of the business model of Columbia Sportswear Company including a breakdown and examination of key business segments

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

News about Columbia Sportswear Company, 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 Columbia Sportswear Company and the factors that influence its strategies.

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

Assess Columbia Sportswear Company as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Columbia Sportswear Company's business structure, strategy and prospects.

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