

# **Diageo plc - Company Profile and SWOT Analysis**

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## Abstracts

Diageo plc Company Profile and SWOT Analysis

#### Summary

Diageo plc 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

Diageo plc (Diageo or 'the company') produces and distributes branded premium wine, beer, and spirits. The company's product portfolio includes brandy, vodka, scotch, rum, whiskey, gin, tequila, and ready-to-drink (RTD) alcoholic beverages. It caters under various brands such as Smirnoff, Johnnie Walker, Captain Morgan, Baileys, Guinness, Royal Lochnagar, Don Julio, VAT 69, White Horse, Ron Zacapa Centenario XO, Tanqueray, and McDowell's No.1. The company distributes through various independent retailers and wholesalers, wine, and spirits brokers. Diageo also operates and manages owned and leased production hubs and R&D centers worldwide. The company is headquartered in London, Greater London, the UK.

### Scope

Detailed information on Diageo plc required for business and competitor intelligence needs

A study of the major internal and external factors affecting Diageo plc in the form of a SWOT analysis



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

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

News about Diageo plc, 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 Diageo plc and the factors that influence its strategies.

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

Assess Diageo plc as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Diageo plc's business structure, strategy and prospects.



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Diageo plc: Corporate Governance Diageo plc: Corporate Social Responsibility Diageo plc: Financial Deals Diageo plc: Financial Performance Diageo plc: Regulatory and Legal Events Diageo plc: Strategy and Operations Appendix Contact Us Methodology About MarketLine



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