

Eastman Kodak Company - Company Profile and SWOT Analysis

<https://marketpublishers.com/r/EABEA6C07F2EN.html>

Date: December 2023

Pages: 44

Price: US\$ 175.00 (Single User License)

ID: EABEA6C07F2EN

Abstracts

Eastman Kodak Company. Company Profile and SWOT Analysis

Summary

Eastman Kodak Company. 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

Eastman Kodak Company (Kodak or "the company") is a technology company that offers imaging and printing solutions. The company offers hardware, software, consumables and services to customers in commercial print, publishing, packaging, entertainment and manufacturing. It provides digital and traditional products and services to a range of commercial industries, such as direct mail, commercial print, book publishing, newspapers, magazines and packaging. The company sells its products directly to customers and through third-party resellers and distributors. Kodak has business operations in EMEA, North America, Asia Pacific and Latin America. The company is headquartered in Rochester, New York, the US.

Scope

Detailed information on Eastman Kodak Company required for business and competitor intelligence needs

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

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

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

News about Eastman Kodak 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 Eastman Kodak Company and the factors that influence its strategies.

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

Assess Eastman Kodak Company as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Eastman Kodak Company's business structure, strategy and prospects.

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