

# Eastman Kodak Company - Company Profile and SWOT Analysis

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## 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.

## Contents

Table of Contents

Company Snapshot

Eastman Kodak Company: Company Overview

Eastman Kodak Company: Overview and Key Facts

Eastman Kodak Company: Overview

Eastman Kodak Company: Key Facts

Eastman Kodak Company: Key Employees

Eastman Kodak Company: Key Employee Biographies

Eastman Kodak Company: Major Products and Services

Eastman Kodak Company: Management Statement

Eastman Kodak Company: Locations and Subsidiaries

Eastman Kodak Company: Key Competitors

Eastman Kodak Company: Company Analysis

Eastman Kodak Company: Business Description

Eastman Kodak Company: SWOT Analysis

Eastman Kodak Company: SWOT Overview

Eastman Kodak Company: Strengths

Eastman Kodak Company: Weaknesses

Eastman Kodak Company: Opportunities

Eastman Kodak Company: Threats

Eastman Kodak Company: Corporate Financial Deals Activity

Eastman Kodak Company: Financial Deals Overview

Eastman Kodak Company: Targets and Partners

Eastman Kodak Company: Top Deals 2019 - 2023YTD\*

Eastman Kodak Company: Mergers and Acquisitions

Eastman Kodak Company: Corporate Venturing

Eastman Kodak Company: Capital Raising

Eastman Kodak Company: Partnership

Eastman Kodak Company: Divestments

Eastman Kodak Company: Private Equity and Ownership

Eastman Kodak Company: Recent Developments

Eastman Kodak Company: News and Events Summary

Eastman Kodak Company: Business Expansion

Eastman Kodak Company: Contracts

Eastman Kodak Company: Corporate Governance

Eastman Kodak Company: Financial Deals

Eastman Kodak Company: Financial Performance

Eastman Kodak Company: Market Developments  
Eastman Kodak Company: Strategy and Operations  
Appendix  
Contact Us  
Methodology  
About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Eastman Kodak Company: Key Facts

Table 2: Eastman Kodak Company: Key Employees

Table 3: Eastman Kodak Company: Locations and Subsidiaries

Table 4: Eastman Kodak Company: Key Competitors

Table 5: Eastman Kodak Company: Deal Activity by Deal Type - Volume (TTM\*)

Table 6: Eastman Kodak Company: M&A Activity by Geography (TTM\*)

Table 7: Eastman Kodak Company: Deal Activity by Deal Type - Volume (2019 - YTD\*2023)

Table 8: Eastman Kodak Company: Targets and Partners

Table 9: Eastman Kodak Company: Top Deals 2019 - 2023YTD\*

Table 10: Eastman Kodak Company: M&A Volume and Value Trend (2019 - YTD\*2023)

Table 11: Eastman Kodak Company: M&A Activity by Geography (2019 - YTD\*2023)

Table 12: Eastman Kodak Company: Corporate Venturing Volume and Value Trend (2019 - YTD\*2023)

Table 13: Eastman Kodak Company: Corporate Venturing by Geography (2019 - YTD\*2023)

Table 14: Eastman Kodak Company: Capital Raising Volume and Value Trend (2019 - YTD\*2023)

Table 15: Eastman Kodak Company: Capital Raising by Deal Type (2019 - YTD\*2023)

Table 16: Eastman Kodak Company: Partnership Volume and Value Trend (2019 - YTD\*2023)

Table 17: Eastman Kodak Company: Partnership Trend by Deal Type (2019 - YTD\*2023)

Table 18: Eastman Kodak Company: Divestments Volume and Value Trend (2019 - YTD\*2023)

Table 19: Eastman Kodak Company: Private Equity and Ownership Volume and Value Trend (2019 - YTD\*2023)

Table 20: Eastman Kodak Company: Private Equity and Ownership Volume by Deal Type (2019 - YTD\*2023)

Table 21: Eastman Kodak Company: News and Events Summary

Table 22: Eastman Kodak Company: Business Expansion

Table 23: Eastman Kodak Company: Contracts

Table 24: Eastman Kodak Company: Corporate Governance

Table 25: Eastman Kodak Company: Financial Deals

Table 26: Eastman Kodak Company: Financial Performance

Table 27: Eastman Kodak Company: Market Developments

Table 28: Eastman Kodak Company: Strategy and Operations

## List Of Figures

### LIST OF FIGURES

Figure 1: Eastman Kodak Company: Deal Activity by Deal Type - Volume (TTM\*)

Figure 2: Eastman Kodak Company: M&A Activity by Geography (TTM\*)

Figure 3: Eastman Kodak Company: Deal Activity by Deal Type - Volume (2019 - YTD\*2023)

Figure 4: Eastman Kodak Company: M&A Volume and Value Trend (2019 - YTD\*2023)

Figure 5: Eastman Kodak Company: M&A Activity by Geography (2019 - YTD\*2023)

Figure 6: Eastman Kodak Company: Corporate Venturing Volume and Value Trend (2019 - YTD\*2023)

Figure 7: Eastman Kodak Company: Corporate Venturing by Geography (2019 - YTD\*2023)

Figure 8: Eastman Kodak Company: Capital Raising Volume and Value Trend (2019 - YTD\*2023)

Figure 9: Eastman Kodak Company: Capital Raising by Deal Type (2019 - YTD\*2023)

Figure 10: Eastman Kodak Company: Partnership Volume and Value Trend (2019 - YTD\*2023)

Figure 11: Eastman Kodak Company: Partnership Trend by Deal Type (2019 - YTD\*2023)

Figure 12: Eastman Kodak Company: Divestments Volume and Value Trend (2019 - YTD\*2023)

Figure 13: Eastman Kodak Company: Private Equity and Ownership Volume and Value Trend (2019 - YTD\*2023)

Figure 14: Eastman Kodak Company: Private Equity and Ownership Volume by Deal Type (2019 - YTD\*2023)

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