

# Fiskars Corporation - Company Profile and SWOT Analysis

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# **Abstracts**

Fiskars Corporation %li%Company Profile and SWOT Analysis

Summary

Fiskars Corporation %li%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

Fiskars Corporation (Fiskars or 'the company') is a manufacturer and marketer of consumer products for the home, garden, and outdoors. The company offers a wide range of products for tableware, giftware, and interior decor products through its living business unit, garden tools, kitchen tools, professional tools, and products for watering, school, office, and crafts through the functional business unit. Fiskars markets its products under Fiskars, iittala, Gerber, Waterford, Wedgwood, Royal Copenhagen, Rorstrand, Royal Albert, and Royal Doulton brand names. The company sells its products directly to consumers, wholesalers, and retailer customers. It has a business presence across the Americas, Europe and Asia-Pacific. The company is headquartered in Espoo, Finland

Scope

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



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

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

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

News about Fiskars 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 Fiskars Corporation and the factors that influence its strategies.

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

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

Support sales activities by understanding your customers' businesses better.

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



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