

# Flowers Foods Inc - Company Profile and SWOT Analysis

<https://marketpublishers.com/r/FC364DD6376EN.html>

Date: May 2024

Pages: 53

Price: US\$ 175.00 (Single User License)

ID: FC364DD6376EN

## Abstracts

Flowers Foods Inc - Company Profile and SWOT Analysis

### SUMMARY

Flowers Foods Inc - 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

Flowers Foods Inc (Flowers Foods) manufactures, markets, and distributes packaged bakery products. The company's product portfolio includes bread, buns, rolls, snack cakes, and tortillas. It markets products under Nature's Own, Dave's Killer Bread, Wonder, Tastykake, Mrs. Freshley's, Evangeline Maid, Sunbeam Bread and Mi Casa brand names. Flowers Foods merchandises products through supermarkets, food wholesalers, convenience stores, restaurants, vending companies, dollar stores, quick-serve chain, mass merchandisers and other institutions. The company markets through electronic and in-store coupons, social media portals such as Facebook and Twitter; digital media, including e-newsletters, third-party sites, events, and sports marketing; on-package promotional offers and sweepstakes, and print advertising. Flowers Foods is headquartered in Thomasville, Georgia, the US.

### SCOPE

Detailed information on Flowers Foods Inc required for business and competitor

## intelligence needs

A study of the major internal and external factors affecting Flowers Foods Inc in the form of a SWOT analysis

An in-depth view of the business model of Flowers Foods Inc including a breakdown and examination of key business segments

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

News about Flowers Foods Inc, 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 Flowers Foods Inc and the factors that influence its strategies.

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

Assess Flowers Foods Inc as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Flowers Foods Inc's business structure, strategy and prospects.

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