

Haier Group - Strategy, SWOT and Corporate Finance Report

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Abstracts

Haier Group %li%Strategy, SWOT and Corporate Finance Report

Summary

Haier Group %li%Strategy, SWOT and Corporate Finance Report, 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

Haier Group (Haier) is engaged in the manufacturing, marketing and selling of a wide range of home appliances and consumer electronic products such as refrigerators, air conditioners, washing machines, water heaters, TVs, kitchen electric appliances, digital and home appliances, and computers. The group markets its products under the brands like Haier, Casarte, Leader, Goodaymart, AQUA, Fisher & Paykel and GE appliances, among others. Haier's white goods transformation Platform, financial holding platform, real estate industry platform and cultural platforms offers innovative products and solutions integrated with new technologies across the specific industry. The group has its operations operates across Asia Pacific, the Americas, Europe, the Middle East, and Africa. Haier is headquartered in Qingdao, Shandong, China

Scope

Detailed information on Haier Group required for business and competitor intelligence needs

A study of the major internal and external factors affecting Haier Group in the form of a SWOT analysis

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

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

News about Haier Group, 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 Haier Group and the factors that influence its strategies.

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

Assess Haier Group as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Haier Group's business structure, strategy and prospects.

Contents

- Company Snapshot
- Haier Group: Company Overview
- Haier Group: Overview and Key Facts
- Haier Group: Overview
- Haier Group: Key Facts
- Haier Group: Key Employees
- Haier Group: Major Products and Services
- Haier Group: Company History
- Haier Group: Locations and Subsidiaries
- Haier Group: Key Competitors
- Haier Group: Company Analysis
- Haier Group: Business Description
- Haier Group: SWOT Analysis
- Haier Group: SWOT Overview
- Haier Group: Strengths
- Haier Group: Weaknesses
- Haier Group: Opportunities
- Haier Group: Threats
- Haier Group: Corporate Financial Deals Activity
- Haier Group: Financial Deals Overview
- Haier Group: Targets and Partners
- Haier Group: Top Deals 2019 - 2023YTD*
- Haier Group: Advisors
- Haier Group: Top Financial Advisors
- Haier Group: Mergers and Acquisitions
- Haier Group: Corporate Venturing
- Haier Group: Capital Raising
- Haier Group: Divestments
- Haier Group: Recent Developments
- Haier Group: News and Events Summary
- Haier Group: Business Expansion
- Haier Group: Contracts
- Haier Group: Corporate Governance
- Haier Group: Corporate Social Responsibility
- Haier Group: Financial Deals
- Haier Group: Market Developments
- Haier Group: Strategy and Operations

Appendix
Contact Us
Methodology
About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Haier Group: Key Facts
- Table 2: Haier Group: Key Employees
- Table 3: Haier Group: Company History
- Table 4: Haier Group: Locations and Subsidiaries
- Table 5: Haier Group: Key Competitors
- Table 6: Haier Group: Deal Activity by Deal Type - Volume (TTM*)
- Table 7: Haier Group: Deal Activity by Deal Type - Volume (2019 - YTD*2023)
- Table 8: Haier Group: M&A Average Deal Size - Value (US\$m)
- Table 9: Haier Group: Targets and Partners
- Table 10: Haier Group: Top Deals 2019 - 2023YTD*
- Table 11: Haier Group: Financial Advisor Ranking by Value (US\$m)
- Table 12: Haier Group: M&A Volume and Value Trend (2019 - YTD*2023)
- Table 13: Haier Group: M&A Activity by Geography (2019 - YTD*2023)
- Table 14: Haier Group: Corporate Venturing Volume and Value Trend (2019 - YTD*2023)
- Table 15: Haier Group: Corporate Venturing by Geography (2019 - YTD*2023)
- Table 16: Haier Group: Capital Raising Volume and Value Trend (2019 - YTD*2023)
- Table 17: Haier Group: Capital Raising by Deal Type (2019 - YTD*2023)
- Table 18: Haier Group: Divestments Volume and Value Trend (2019 - YTD*2023)
- Table 19: Haier Group: Divestments by Geography (2019 - YTD*2023)
- Table 20: Haier Group: News and Events Summary
- Table 21: Haier Group: Business Expansion
- Table 22: Haier Group: Contracts
- Table 23: Haier Group: Corporate Governance
- Table 24: Haier Group: Corporate Social Responsibility
- Table 25: Haier Group: Financial Deals
- Table 26: Haier Group: Market Developments
- Table 27: Haier Group: Strategy and Operations

List Of Figures

LIST OF FIGURES

- Figure 1: Haier Group: Deal Activity by Deal Type - Volume (TTM*)
- Figure 2: Haier Group: Deal Activity by Deal Type - Volume (2019 - YTD*2023)
- Figure 3: Haier Group: M&A Average Deal Size - Value (US\$m)
- Figure 4: Haier Group: M&A Volume and Value Trend (2019 - YTD*2023)
- Figure 5: Haier Group: M&A Activity by Geography (2019 - YTD*2023)
- Figure 6: Haier Group: Corporate Venturing Volume and Value Trend (2019 - YTD*2023)
- Figure 7: Haier Group: Corporate Venturing by Geography (2019 - YTD*2023)
- Figure 8: Haier Group: Capital Raising Volume and Value Trend (2019 - YTD*2023)
- Figure 9: Haier Group: Capital Raising by Deal Type (2019 - YTD*2023)
- Figure 10: Haier Group: Divestments Volume and Value Trend (2019 - YTD*2023)
- Figure 11: Haier Group: Divestments by Geography (2019 - YTD*2023)

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