

Heineken Malaysia Bhd - Strategy, SWOT and Corporate Finance Report

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Abstracts

Heineken Malaysia Bhd - Strategy, SWOT and Corporate Finance Report

SUMMARY

Heineken Malaysia Bhd - 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

Heineken Malaysia Bhd (Heineken Malaysia), a subsidiary of Heineken NV, produces, distributes, and markets alcoholic and non-alcoholic beverages. The company is also involved in the production, packaging, marketing and distribution of beer, cider and stout. Heineken Malaysia's products include beer, non-alcoholic malt beverages, cider, and stout. The company's products are marketed under Kilkenney, Anchor, Edelweiss, Guinness, Heineken, Tiger, Apple Fox, Strongbow, Anglia Shandy, and Malta brand names. It operates Sungei Way Brewery in Selangor, Malaysia. The company also deals in property holding and development in Malaysia through its wholly-owned subsidiary, Ramaha Corporation (M) Sdn. Bhd. Heineken Malaysia is headquartered in Petaling Jaya, Selangor Darul Ehsan, Malaysia.

SCOPE

Detailed information on Heineken Malaysia Bhd required for business and competitor intelligence needs

A study of the major internal and external factors affecting Heineken Malaysia Bhd in the form of a SWOT analysis

An in-depth view of the business model of Heineken Malaysia Bhd including a breakdown and examination of key business segments

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

News about Heineken Malaysia Bhd, 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 Heineken Malaysia Bhd and the factors that influence its strategies.

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

Assess Heineken Malaysia Bhd as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Heineken Malaysia Bhd's business structure, strategy and prospects.

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