

Heineken NV - Company Profile and SWOT Analysis

<https://marketpublishers.com/r/H537099E3907EN.html>

Date: April 2024

Pages: 62

Price: US\$ 175.00 (Single User License)

ID: H537099E3907EN

Abstracts

Heineken NV %li%Company Profile and SWOT Analysis

Summary

Heineken NV %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

Heineken NV (Heineken) is a brewing company that develops, markets, and sells alcoholic beverages. The company's product portfolio comprises beer, cider, soft drinks and other beverages. Heineken markets and sells its beer products under the various regional, local and specialty brands such as Amstel, Desperados, Sol, Tiger, Tecate, Red Stripe and Birra Moretti. The company merchandises and sells cider under Strongbow Apple Ciders, Orchard Thieves, Stassen, Bulmers, Old Mout and Follow the Fox. It distributes and sells these products through its own wholesalers, pubs, and other third parties. The company has business operations across Americas, Africa, Middle East, Europe, and Asia Pacific. Heineken is headquartered in Amsterdam, Noord-Holland, the Netherlands.

Scope

Detailed information on Heineken NV required for business and competitor intelligence needs

A study of the major internal and external factors affecting Heineken NV in the

form of a SWOT analysis

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

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

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

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

Assess Heineken NV as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

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

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