

# HEINEKEN USA Incorporated - Strategy, SWOT and Corporate Finance Report

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## Abstracts

HEINEKEN USA Incorporated - Strategy, SWOT and Corporate Finance Report

### SUMMARY

HEINEKEN USA Incorporated - 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 USA Incorporated (HENEKEN USA), is a subsidiary of Heineken NV, an upscale beer importer and distributor. Its product portfolio includes alcoholic beverages including beer, cider, lager and ale. The company imports, markets and sells a portfolio of international beer brands including Heineken Lager, Heineken Light, Heineken Premium Light, Amstel Light, Newcastle Brown Ale and Strongbow, to bars, stores and restaurants around the US. HENEKEN USA is also a legal importer of Mexican beer brands including Dos Equis, Tecate, Sol, Indio, Carta Blanca and Bohemia. The company offers products under various brands including Red Stripe, Tiger, Birra Moretti, Affligem, Murphy's Stout, Prestige, Sagres and Mort Subite. HENEKEN USA is headquartered in White Plains, New York, the US.

### SCOPE

Detailed information on HEINEKEN USA Incorporated required for business and competitor intelligence needs

A study of the major internal and external factors affecting HEINEKEN USA Incorporated in the form of a SWOT analysis

An in-depth view of the business model of HEINEKEN USA Incorporated including a breakdown and examination of key business segments

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

News about HEINEKEN USA Incorporated, 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 USA Incorporated and the factors that influence its strategies.

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

Assess HEINEKEN USA Incorporated as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on HEINEKEN USA Incorporated's business structure, strategy and prospects.

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