

# Informa plc - Company Profile and SWOT Analysis

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## Abstracts

Informa plc %li%Company Profile and SWOT Analysis

### Summary

Informa plc %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

Informa plc (Informa or 'the company') provides business intelligence, publishing, and knowledge and events services. It is involved in academic publishing which provides ebooks, journals, and manages content-driven programs and events. It delivers specialist content and media, digital lead and demand generation services, audience development solutions and peer-reviewed knowledge, open research and partnering platforms. The company also provides global exhibitions that conduct the events to improve the business relationships. Informa is also involved in business intelligence that offers data-driven intelligence to business in the areas of biotech and pharma, health and nutrition, artificial intelligence, private capital, aviation, professional beauty and personal care, gaming, cybersecurity, agribusiness, finance, infrastructure, telecommunications, media, and technology. The company caters to the commercial, professional, business-to-business, and academic markets. It primarily operates in the Americas, Asia, Europe, the Middle East, and Africa. The company is headquartered in London, Greater London, the UK.

### Scope

Detailed information on Informa plc required for business and competitor intelligence needs

A study of the major internal and external factors affecting Informa plc in the form of a SWOT analysis

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

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

News about Informa plc, 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 Informa plc and the factors that influence its strategies.

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

Assess Informa plc as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Informa plc's business structure, strategy and prospects.

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