

# JCDecaux SA - Company Profile and SWOT Analysis

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## Abstracts

JCDecaux SA %li%Company Profile and SWOT Analysis

### Summary

JCDecaux SA %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

JCDecaux SE (JCDecaux or 'the company') is an outdoor advertising company. It offers advertising on street furniture, transportation vehicles, and billboard. It provides advertising in public transport systems including tramways, airports, trains, buses, and subways. The company offers advertising in shopping malls, the sale and rental of equipment, as well as renting of street furniture, cleaning and maintenance and other various services. It also provides neon-light billboards and advertising wraps. JCDecaux also offers Cyclocity, a self-service bicycle scheme for cities. The company primarily operates in Europe, Asia Pacific, Latin America, Middle East, and Africa. The company is headquartered in Neuilly-sur-Seine, Ile-de-France, France.

### Scope

Detailed information on JCDecaux SA required for business and competitor intelligence needs

A study of the major internal and external factors affecting JCDecaux SA in the form of a SWOT analysis

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

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

News about JCDecaux SA, 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 JCDecaux SA and the factors that influence its strategies.

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

Assess JCDecaux SA as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on JCDecaux SA's business structure, strategy and prospects.

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