

# Bath & Body Works Inc - Company Profile and SWOT Analysis

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## Abstracts

Bath & Body Works Inc - Company Profile and SWOT Analysis

### SUMMARY

Bath & Body Works Inc - 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

Bath & Body Works Inc ((Bath & Body), formerly L Brands Inc, is a specialty retailer that operates both physical and online stores. The company's product portfolio comprises body and bath products, personal care products, and beauty products. It also offers fragrances, lotions, shower gels, sanitizers, candles, room sprays, deodorant accessories, men's grooming products, and soaps. The company markets products under the Bath and Body Works and White Barn brand names. It merchandises products through company-operated retail stores, international franchises, licenses, websites, and wholesale partners. The company has business presence in the US, Canada, China, and Hong Kong. Bath & Body is headquartered in Columbus, Ohio, the US.

### SCOPE

Detailed information on Bath & Body Works Inc required for business and competitor intelligence needs

A study of the major internal and external factors affecting Bath & Body Works Inc in the form of a SWOT analysis

An in-depth view of the business model of Bath & Body Works Inc including a breakdown and examination of key business segments

Intelligence on Bath & Body Works Inc's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Bath & Body Works Inc, 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 Bath & Body Works Inc and the factors that influence its strategies.

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

Assess Bath & Body Works Inc as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Bath & Body Works Inc's business structure, strategy and prospects.

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