

Masco Corp - Company Profile and SWOT Analysis

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Abstracts

Masco Corp %li%Company Profile and SWOT Analysis

Summary

Masco Corp %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

Masco Corp (Masco) specializes in the design, manufacture, and distribution of branded home improvement and building products. The company's primary focus is on products for repair and remodeling activities, with a secondary emphasis on new home construction. Masco's product range includes paint, faucets, bath and shower fixtures, decorative and outdoor lighting, decorative and functional hardware, and spas. The company's portfolio features brands such as Behr, Delta, Hansgrohe, Kichler, Liberty, and Hot Spring, among others. Masco's products are used by consumers, professional contractors, and homebuilders across various industries. It sells products through multiple channels including home center retailers, online retailers, wholesalers and distributors, mass merchandisers, and hardware stores. The company operates in North America and overseas markets. Masco is headquartered in Livonia, Michigan, the US.

Scope

Detailed information on Masco Corp required for business and competitor intelligence needs

A study of the major internal and external factors affecting Masco Corp in the form of a SWOT analysis

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

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

News about Masco Corp, 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 Masco Corp and the factors that influence its strategies.

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

Assess Masco Corp as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Masco Corp's business structure, strategy and prospects.

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