

The Priceline Group Inc. - Strategy, SWOT and Corporate Finance Report

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Abstracts

The Priceline Group Inc. - Strategy, SWOT and Corporate Finance Report

Summary

The Priceline Group Inc. - 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

The Priceline Group (Priceline Group or 'the company'), formerly known as Priceline.com Incorporated, is a leading online travel company. It offers airline tickets, hotel rooms, car rentals, vacation packages, cruises and destination services to its customers. The company operates in Europe, North America, and Asia Pacific. It is headquartered in Norwalk, Connecticut, and employed about 15,500 people as of December 31, 2015.

Scope

Detailed information on The Priceline Group Inc. required for business and competitor intelligence needs

A study of the major internal and external factors affecting The Priceline Group Inc. in the form of a SWOT analysis

An in-depth view of the business model of The Priceline Group Inc. including a breakdown and examination of key business segments

Intelligence on The Priceline Group Inc.'s mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about The Priceline Group 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 The Priceline Group Inc. and the factors that influence its strategies.

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

Assess The Priceline Group Inc. as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on The Priceline Group Inc.'s business structure, strategy and prospects.

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