

# Thai Union Group PCL - Company Profile and SWOT Analysis

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## Abstracts

Thai Union Group PCL %li%Company Profile and SWOT Analysis

### Summary

Thai Union Group PCL %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

Thai Union Group PCL (TUG) is a processor and exporter of frozen, canned seafood and other related products. The company's main activities include the production and distribution of seafood products, including shelf-stable, chilled, and frozen foods. Its major products include tuna, salmon, sardines, oysters, clams, mackerel, frozen shrimp, and refrigerated and canned crab, and ready-to-eat products. TUG markets its products under the Chicken of the Sea, John West, Mareblu, Petit Navire, Parmentier, Sealect, Fisho and Rugen Fisch brand names. It sells products to supermarket chains, convenience stores, pharmacies restaurants, hotels, and food catering units through retail channels and wholesalers. The company has business presence across Europe, Asia-Pacific, the Middle East, Africa, and North America. TUF is headquartered in Samut Sakorn, Thailand.

### Scope

Detailed information on Thai Union Group PCL required for business and

### competitor intelligence needs

A study of the major internal and external factors affecting Thai Union Group PCL in the form of a SWOT analysis

An in-depth view of the business model of Thai Union Group PCL including a breakdown and examination of key business segments

Intelligence on Thai Union Group PCL's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Thai Union Group PCL, 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 Thai Union Group PCL and the factors that influence its strategies.

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

Assess Thai Union Group PCL as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Thai Union Group PCL's business structure, strategy and prospects.

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