

# Thomas Cook Group plc - Strategy, SWOT and Corporate Finance Report

<https://marketpublishers.com/r/TC7CFD2536CEN.html>

Date: November 2020

Pages: 48

Price: US\$ 175.00 (Single User License)

ID: TC7CFD2536CEN

## Abstracts

Thomas Cook Group plc - Strategy, SWOT and Corporate Finance Report

### Summary

Thomas Cook Group plc - 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

Thomas Cook Group plc (Thomas Cook or "the company") is a leisure travel company that offers package tours, holiday components and services. The company serves customers through a network of owned, franchised travel stores and own websites. Thomas Cook offers services under Thomas Cook, Smartline, Neckermann, Oger Tours, Sentido, Sunconnect Resorts, Sunprime Hotels, Sunwing Family Resorts, air marin, Bucher Airtours, Club18-30, Thomas Cook money, Signature, Thomas Cook Sport, Spies, Ving, Globetrotter, Tjareborg, Thomas Cook Airlines and Condor brands. The company has business presence in Germany, France, Poland, Hungary, the Czech Republic, Russia, Sweden, Norway, Denmark and Finland. The company is headquartered in London, the UK.

### Scope

Detailed information on Thomas Cook Group plc required for business and competitor intelligence needs

A study of the major internal and external factors affecting Thomas Cook Group plc in the form of a SWOT analysis

An in-depth view of the business model of Thomas Cook Group plc including a breakdown and examination of key business segments

Intelligence on Thomas Cook Group plc's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Thomas Cook Group plc, 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 Thomas Cook Group plc and the factors that influence its strategies.

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

Assess Thomas Cook Group plc as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Thomas Cook Group plc's business structure, strategy and prospects.

## Contents

Table of Contents

Company Snapshot

Thomas Cook Group plc: Company Overview

Thomas Cook Group plc: Overview and Key Facts

Thomas Cook Group plc: Overview

Thomas Cook Group plc: Key Facts

Thomas Cook Group plc: Key Employees

Thomas Cook Group plc: Key Employee Biographies

Thomas Cook Group plc: Major Products and Services

Thomas Cook Group plc: Company History

Thomas Cook Group plc: Management Statement

Thomas Cook Group plc: Locations and Subsidiaries

Thomas Cook Group plc: Key Competitors

Thomas Cook Group plc: Company Analysis

Thomas Cook Group plc: Business Description

Thomas Cook Group plc: SWOT Analysis

Thomas Cook Group plc: SWOT Overview

Thomas Cook Group plc: Strengths

Thomas Cook Group plc: Weaknesses

Thomas Cook Group plc: Opportunities

Thomas Cook Group plc: Threats

Thomas Cook Group plc: Corporate Financial Deals Activity

Thomas Cook Group plc: Financial Deals Overview

Thomas Cook Group plc: Targets and Partners

Thomas Cook Group plc: Top Deals 2016 - 2020YTD\*

Thomas Cook Group plc: Advisors

Thomas Cook Group plc: Top Legal Advisors

Thomas Cook Group plc: Top Financial Advisors

Thomas Cook Group plc: Mergers and Acquisitions

Thomas Cook Group plc: Capital Raising

Thomas Cook Group plc: Partnership

Thomas Cook Group plc: Divestments

Thomas Cook Group plc: Private Equity and Ownership

Thomas Cook Group plc: Recent Developments

Thomas Cook Group plc: News and Events Summary

Thomas Cook Group plc: Business Expansion

Thomas Cook Group plc: Business Reorganization

Thomas Cook Group plc: Contracts  
Thomas Cook Group plc: Corporate Governance  
Thomas Cook Group plc: Financial Deals  
Thomas Cook Group plc: Red Flags/Distress Signals  
Thomas Cook Group plc: Regulatory and Legal Events  
Thomas Cook Group plc: Strategy and Operations  
Appendix  
Contact Us  
Methodology  
About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Thomas Cook Group plc: Key Facts
Table 2: Thomas Cook Group plc: Key Employees
Table 3: Thomas Cook Group plc: Company History
Table 4: Thomas Cook Group plc: Locations and Subsidiaries
Table 5: Thomas Cook Group plc: Key Competitors
Table 6: Thomas Cook Group plc: Deal Activity by Deal Type - Volume (2016 - YTD*2020)
Table 7: Thomas Cook Group plc: M&A Average Deal Size - Value (US\$m)
Table 8: Thomas Cook Group plc: Targets and Partners
Table 9: Thomas Cook Group plc: Top Deals 2016 - 2020YTD*
Table 10: Thomas Cook Group plc: Legal Advisor Ranking by Value (US\$m)
Table 11: Thomas Cook Group plc: Financial Advisor Ranking by Value (US\$m)
Table 12: Thomas Cook Group plc: M&A Volume and Value Trend (2016 - YTD*2020)
Table 13: Thomas Cook Group plc: M&A Activity by Geography (2016 - YTD*2020)
Table 14: Thomas Cook Group plc: Capital Raising Volume and Value Trend (2016 - YTD*2020)
Table 15: Thomas Cook Group plc: Capital Raising by Deal Type (2016 - YTD*2020)
Table 16: Thomas Cook Group plc: Partnership Volume and Value Trend (2016 - YTD*2020)
Table 17: Thomas Cook Group plc: Partnership Trend by Deal Type (2016 - YTD*2020)
Table 18: Thomas Cook Group plc: Divestments Volume and Value Trend (2016 - YTD*2020)
Table 19: Thomas Cook Group plc: Divestments by Geography (2016 - YTD*2020)
Table 20: Thomas Cook Group plc: Private Equity and Ownership Volume and Value Trend (2016 - YTD*2020)
Table 21: Thomas Cook Group plc: Private Equity and Ownership Volume by Deal Type (2016 - YTD*2020)
Table 22: Thomas Cook Group plc: News and Events Summary
Table 23: Thomas Cook Group plc: Business Expansion
Table 24: Thomas Cook Group plc: Business Reorganization
Table 25: Thomas Cook Group plc: Contracts
Table 26: Thomas Cook Group plc: Corporate Governance
Table 27: Thomas Cook Group plc: Financial Deals
Table 28: Thomas Cook Group plc: Red Flags/Distress Signals
Table 29: Thomas Cook Group plc: Regulatory and Legal Events

Table 30: Thomas Cook Group plc: Strategy and Operations

## List Of Figures

### LIST OF FIGURES

Figure 1: Thomas Cook Group plc: Deal Activity by Deal Type - Volume (2016 - YTD\*2020)

Figure 2: Thomas Cook Group plc: M&A Average Deal Size - Value (US\$m)

Figure 3: Thomas Cook Group plc: M&A Volume and Value Trend (2016 - YTD\*2020)

Figure 4: Thomas Cook Group plc: M&A Activity by Geography (2016 - YTD\*2020)

Figure 5: Thomas Cook Group plc: Capital Raising Volume and Value Trend (2016 - YTD\*2020)

Figure 6: Thomas Cook Group plc: Capital Raising by Deal Type (2016 - YTD\*2020)

Figure 7: Thomas Cook Group plc: Partnership Volume and Value Trend (2016 - YTD\*2020)

Figure 8: Thomas Cook Group plc: Partnership Trend by Deal Type (2016 - YTD\*2020)

Figure 9: Thomas Cook Group plc: Divestments Volume and Value Trend (2016 - YTD\*2020)

Figure 10: Thomas Cook Group plc: Divestments by Geography (2016 - YTD\*2020)

Figure 11: Thomas Cook Group plc: Private Equity and Ownership Volume and Value Trend (2016 - YTD\*2020)

Figure 12: Thomas Cook Group plc: Private Equity and Ownership Volume by Deal Type (2016 - YTD\*2020)

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