

# Wm. Wrigley Jr. Company - Strategy, SWOT and Corporate Finance Report

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## Abstracts

### SUMMARY

Wm. Wrigley Jr. Company - 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 FINDINGS

Detailed information on Wm. Wrigley Jr. Company required for business and competitor intelligence needs

A study of the major internal and external factors affecting Wm. Wrigley Jr. Company in the form of a SWOT analysis

An in-depth view of the business model of Wm. Wrigley Jr. Company including a breakdown and examination of key business segments

Intelligence on Wm. Wrigley Jr. Company's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Wm. Wrigley Jr. Company, 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 Wm. Wrigley Jr. Company and the factors that influence its strategies.

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

Assess Wm. Wrigley Jr. Company as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Wm. Wrigley Jr. Company's business structure, strategy and prospects.

## **KEY HIGHLIGHTS**

Wm. Wrigley Jr. Company (Wrigley) is a global confectionery products manufacturer based in the US. The company's product portfolio comprises gum, mints, hard and chewy candies, and lollipops. Wrigley's products are marketed under various brands including Extra, Orbit, Doublemint, 5, Skittles, Starburst, Altoids and Life Savers. The company sells its products across retail locations and through online sales. Wrigley operates and distributes its products in several countries including Australia, China, Malaysia, Japan, the UAE, Israel, France, Poland, India, the UK, Canada, the Netherlands and Norway. The company operates as a subsidiary of Mars, Incorporated, a global manufacturer of confectionery and other food products. Wrigley is headquartered in Chicago, Illinois, the US.

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### COMPANIES MENTIONED

Wm. Wrigley Jr. Company

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