

2019 Consumer Goods Competitive Intelligence: Mattel Performance, Capabilities, Goals and Strategies

<https://marketpublishers.com/r/290E1F4D67AEN.html>

Date: February 2019

Pages: 0

Price: US\$ 950.00 (Single User License)

ID: 290E1F4D67AEN

Abstracts

This report is part of the LeadingMarketResearch.com Competitive Analysis Series, which includes current assessments of more than 1,000 companies worldwide. The assessments include all or some of the following: Organization and Management, Acquisitions and Divestitures, Facilities and Employees, Research and Development, Technological Know-How, Key Products, Marketing Capabilities, Financial Results, Strengths and Weaknesses, and Strategic Direction.

The report provides significant competitor information, analysis and insight critical to the development and implementation of effective marketing and R&D programs.

In dynamic and fragmented industries, besieged by intense competition and rapid change of technological innovations, the ability to anticipate new product introductions and marketing strategies is particularly important...and can spell the difference between success and failure.

The report's objectives include:

- To help current suppliers realistically assess their financial, technological and marketing capabilities vis-à-vis its competitors.

- To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.

- To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

To identify least competitive market niches with significant growth potential.

I would like to order

Product name: 2019 Consumer Goods Competitive Intelligence: Mattel Performance, Capabilities, Goals and Strategies

Product link: <https://marketpublishers.com/r/290E1F4D67AEN.html>

Price: US\$ 950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/290E1F4D67AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

