Bristol Myers Squibb Co.: Corporate Analysis

Description: This company profile is a premium company information product offering an unmatched depth and breadth of content. It analyzes the strategic positioning of the company - how the company has evolved and how it has been performing over the years.

Sectional Highlights

-- Structure of the organization, partnerships, mergers & acquisitions and recent developments have been examined

-- Business segments of the company have been explored along with analysis of key products and services

-- SWOT Analysis highlights the weaknesses of the company and the threats to which it is exposed; the strengths of the company and the way the company has positioned itself to take advantage of the opportunities

-- Business and marketing strategies boosting earnings, brand value and competitive edge have been discussed

-- Key financial indicators have been analyzed

-- Competitive positioning of the company has been evaluated in terms of sales, profitability and stock performance, as compared to its competitors

Key Benefits

-- Provides input for strategic business planning

-- Targets business opportunities & risks

-- Exploits competitive intelligence

Target Audience

-- Investment Managers
-- Venture Capitalists
-- Management Consultants
-- Research Companies
-- Other Industry Professionals

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