Bristol-Myers Squibb: 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.

Report Highlights
- Structure of the organization, mergers & acquisitions and recent developments have been examined
- Business segments of the company have been explored alongwith 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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