

Premium Company Profile: AB Electrolux

Description: Aktiebolaget Electrolux (Electrolux) seeks to achieve growth by creating competitive advantages through innovative products, an efficient production system and a strong brand name.

Scope

- Contains corporate strategy, value chain presence and SWOT Analysis
- Provides detailed business description, segment analysis, 5-year financial trends, key products and key competitors
- Includes information on suppliers/ partners, shareholding structure and key employees with biographies

Highlights of this title

Electrolux is a producer of appliances and equipment for kitchen, cleaning and outdoor use. The company sells about 40 million consumer products annually in more than 150 countries. Electrolux has its manufacturing facilities in 50 locations in around the world.

The company enjoys a strong market position. The company has a 15% share of the Eastern European appliance market, and is the market leader in Hungary, the Czech Republic and the Baltics. Electrolux is among the top three in the other countries of the Eastern European region.

Electrolux has strong brand equity in all the products it currently offers. The company's portfolio of brands includes AEG, Electrolux, Zanussi, Ditto, Partner Industrial, Husqvarna, Flymo and Weed Eater. Furthermore, the company is taking a number of initiatives to establish the Electrolux brand into a strong, global leader.

Key reasons to purchase this title

- Access all the important information and analysis on the company in a single report
- Understand company's strengths, weaknesses, opportunities and threats along with business strategy and value chain
- Gain access to company's adjusted five year financial data along with key ratios and market capitalization

Contents:	Overview 1
	Catalyst 1
	Summary 1
	Company Structure 5
	Company Overview and Key Facts 5
	Business Description 6
	History 7
	Company Locations and Subsidiaries 9
	Company Financials 11
	Overview 11
	Revenue by Division 11
	Revenue by Geography 11
	Products and Services List 13
	Major Products and Services 13
	List of Products 13
	List of Brands 14

Competitors and strategic business relationships 15

Top Competitors 15

List of Competitors 15

Suppliers and Partners 16

Clients 17

Shareholding Structure 18

Strategy 19

Vision 19

Company Statement 20

Strategy 23

Corporate Social Responsibility 25

SWOT Analysis 27

Overview 27

Strengths 28

Weaknesses 29

Opportunities 30

Opportunities 30

Threats 31

Value Chain Analysis 32

Overview 32

Manufacturing 33

Distribution and sales 33

Marketing 33

Services 33

Key Employees 34

List of Key Employees 34

Key Employee Biographies 35

Financial and Operational Overview 42

Financial Overview 42

Key Industry-specific Ratios 44

APPENDIX 45

Data Definitions 45

Ask the analyst 45

Our consulting 45

Disclaimer 46

TABLES

Table 1: Electrolux - Key Facts 5

Table 2: Electrolux - Other Locations and Subsidiaries 9

Table 3: Electrolux - Revenue by Division, 2006-2007 (SEK Mn) 11

Table 4: Electrolux - Revenue by Geography, 2006-2007 (SEK Mn) 12

Table 5: Electrolux - List of Products 13

Table 6: Electrolux- List of Brands 14

Table 7: Electrolux - List of Competitors 15

Table 8: Electrolux - Key Shareholders 18

Table 9: Electrolux - SWOT Analysis Summary 27

Table 10: Electrolux - Value Chain Analysis 32

Table 11: Electrolux - Key Employees 34

Table 12: Electrolux - Financial and Operational Highlights, 2003-2007 (\$ Mn) 42

Table 13: Electrolux - Key Industry-specific Ratios, 2003-2007 44

Table 14: Electrolux - Data Definitions 45

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