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Publix Super Markets, Inc. - SWOT Analysis

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Report Summary

Datamonitor's Publix Super Markets, Inc. - SWOT Analysis Company Profile is the essential source for top-level company data and information. The report examines the company's key business structure and operations, history and products, and provides summary analysis of its key revenue lines and strategy.

Publix Super Markets, a private company, is an operator of retail supermarket chains in Southern US. The company operates in Florida, Georgia, South Carolina, Alabama and Tennessee. It is headquartered in Lakeland, Florida and employs about 140,000 people. The company recorded revenues of \$21,819.7 million during the fiscal year ended December 2006, an increase of 5.2% over 2005. The operating profit of the company during fiscal year 2006 was \$1,548.0 million, an increase of 6.5% from 2005. The net profit was \$1,097.2 million in fiscal year 2006, an increase of 10.9% over fiscal year 2005.

Scope of the Report

- Provides all the crucial company information required for business and competitor intelligence needs
- Contains a study of the major internal and external factors affecting the company in the form of a SWOT analysis as well as a breakdown and examination of leading product revenue streams
- Data is supplemented with details on the company's history, key executives, business description, locations and subsidiaries as well as a list of products and services and the latest available company statement

Reasons to Purchase

- Support sales activities by understanding your customers' businesses better
- Qualify prospective partners and suppliers
- Keep fully up to date on your competitors' business structure, strategy and prospects
- Obtain the most up to date company information available

Table of Content

Table of Contents:

This product typically includes the following sections:

Key Facts
Company Overview
Business Description
Company History
Key Employees
Key Employee Biographies
Company View
SWOT analysis

Products & Services Listing
Products & Services Analysis

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