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A COMPARATIVE STUDY ON DENTSU AND HAKUHODO USING SWOT AND FINANCIAL ANALYSIS

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A Comparative Study of Dentsu and Hakuhodo Using

SWOT and Financial Analysis

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Abstract

The purpose of this study is to conduct a comparative scrutiny of Dentsu and Hakuhodo using SWOT and financial analysis so as to clarify their characteristics.

In order to conduct these analyses, we examined the strengths, weaknesses, opportunities, threats, profitability, safety, productivity, and growth of the two companies.