

# TheCaseSolutions.com

## *Stanley Black & Decker*

*is a Customer Company*

*Presented by:  
Jian Wang  
Xiaohan Zhang  
Wei Cui  
Qingxia Zhao  
Qi Wu*



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# Background



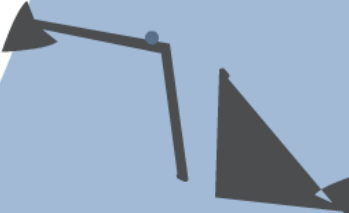
- *was a global manufacturer, with production facilities in 18 countries*
- *was the world leader in hand tools, based on its 20 percent share of a \$12 billion market.*
- *founded in 1834*
- *headquartered in New Britain, CT*



- *was an American manufacturer of power tools and accessories.*
- *established in 1910*
- *headquartered in Towson, Maryland*

The Stanley logo is centered within a large white circle. It consists of the word "STANLEY" in a bold, black, sans-serif font, with a registered trademark symbol (®) to its right. The text is set against a solid yellow rectangular background.

**STANLEY**®

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- 
- A stylized, dark grey mechanical arm or lever is positioned on the right side of the slide, extending from the edge of the white circle towards the center.