

Danone Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Danone Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Danone and its competitors. This provides our Clients with a clear understanding of Danone position in the [Food and Beverages](#) Industry.

The report contains detailed information about Danone that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Danone. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Danone financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your

company's decision-making processes.

In the part that describes Danone competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Danone business.

About Danone

Danone operates in the food and beverages industry worldwide.

The company developed two probiotic dairy product lines known under the names Actimel, and Activia (Bio in certain countries), and a line of low-fat products, under the names Tallefine, Vitalinea, and Ser, as well as a fromage frais line designed for children known under the brands Danonino, Danimals, and Petit Gervais. The company's main product for export is bottled water, mainly under the brand names Evian and Volvic. Evian was exported to approximately 150 countries in 2008.

The company's brands include Dannon, a brand of fresh dairy products in the United States; Evian, a brand of bottled still water; Volvic, a major international brand of bottled still water; and Aqua, a brand of packaged water in Indonesia. Its products include yogurts and similar products. The company produces fresh dairy products, packaged water, and baby nutrition. It offers packaged water under the Aqua brand name; and baby food under the Bledina, Mellin, Nutricia, and Milupa brand names.

Markets

The company operates in three geographic areas, including Europe, which includes Western Europe, and Central and Eastern Europe; Asia, which includes The Pacific

Area, New-Zealand and Australia; and the Rest of the World, which includes America, Africa, and the Middle East.

Customers

The company's customers include individual retail customers and major retail and grocery chains. Its major customer is Carrefour. In the Medical Nutrition market, the company works closely with local and regional regulatory authorities, doctors, scientists, hospitals, clinics and pharmacies. In the Baby Nutrition market, clients also include major retail or grocery chains, pharmacies, hospitals, and clinics.

Acquisitions

In 2008, the company acquired a 49% interest in the joint venture Toeca International Company (Netherlands); and a 49% interest in a joint venture with Weight Watchers (China).

In 2008, the company acquired Icoara (Brazil); an additional interest in Salus (Uruguay); Danone Hayat Antalya (Turkey); Mayo (South Africa); and Mashhad Milk Powder (Iran).

In 2008, the company acquired the remaining 1.15% of the shares of Royal Numico N.V.

Dispositions

In 2008, the company disposed the 100% interest in Sources du Mont-Dore en Auvergne, named SMDA (Waters – France); and a 100% interest in the companies Milupa Nutricia SAS and SD France SAS (Baby Nutrition – France).

In 2009, the company announced the completion of the sale by Danone Asia Pte Ltd of, on the one hand, its subsidiary Frucor, which operates in non-alcoholic beverages in New Zealand and Australia and, on the other hand, its international brands, V and Mizone, with the exception of its presence in China and Indonesia.

Significant Events

Danone's joint venture with India-based Narang Hospitality Services, Quarisma Beverages, would focus on manufacturing, marketing and distributing nutritional beverages, such as fortified water and juices in India.

Competition

The company compete with Nestle, PepsiCo., Coca-Cola, and large groups in medical nutrition and baby nutrition, such as Abbott.

History

The company was founded in 1899. It was formerly known as Groupe Danone and changed its name to Danone in 2009.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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