

Winmark Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/W95797D74C5BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: W95797D74C5BEN

Abstracts

Winmark Corp. 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 Winmark Corp. and its competitors. This provides our Clients with a clear understanding of Winmark Corp. position in the [Retail](#) Industry.

The report contains detailed information about Winmark Corp. 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 Winmark Corp.. 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 Winmark Corp. 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 Winmark Corp. 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 Winmark Corp. business.

About Winmark Corp.

Winmark Corporation engages in franchising value oriented retail store concepts that buy, sell, trade, and consign merchandise. The company also operates a middle-market equipment leasing business through its wholly owned subsidiary Winmark Capital Corporation. Its middle-market leasing business serves large and medium-sized businesses.

The company generates middle-market equipment leases primarily through business alliances, equipment vendors and directly from customers. It also operates a small-ticket financing business through its wholly owned subsidiary Wirth Business Credit, Inc. Its small-ticket financing business serves small businesses. The company primarily generates financing business directly from customers, and also through its Wirth Business Credit franchisees.

Franchise Operations

Play It Again Sports: Play It Again Sports franchises sell, buy, trade and consign used and new sporting goods, equipment and accessories for various athletic activities including hockey, wheeled sports (in-line skating, and skateboards), fitness, ski/snowboard, golf and baseball/softball.

Plato's Closet: Plato's Closet franchises sell and buy used clothing and accessories geared toward the teenage and young adult market.

Once Upon A Child: Once Upon A Child franchises sell and buy used and new children's clothing, toys, furniture, equipment and accessories. This brand primarily targets cost-conscious parents of children ages infant to 10 years with emphasis on children ages 7 years old and under.

Music Go Round: Music Go Round franchises sell, buy, trade and consign used and new musical instruments, speakers, amplifiers, music-related electronics and related accessories for parents of children who play musical instruments, as well as professional and amateur musicians.

Wirth Business Credit: The Wirth Business Credit brand franchises leasing and financing services businesses that provide franchisees an array of small-ticket equipment leasing and financing options funded through Winmark or its affiliates to offer to customers for business essential equipment and assets.

Equipment Leasing Operations

The company provides non-cancelable leases for high-technology and business-essential equipment to both organizations and smaller, growing companies.

Winmark Capital Corporation

The company's middle-market operation focuses on middle-market transactions. Such transactions are generally covers high-technology equipment, including computers, telecommunications equipment, point-of-sale systems and other business-essential equipment.

Leasing and Sales Activities: The company's middle -market lease products are marketed nationally through its principal office in Atlanta, Georgia; Boulder, Colorado and Santa Barbara, California. It markets its leasing services directly to end-users and indirectly through business alliances, and through vendors of equipment, software, value-added services and consulting services.

Wirth Business Credit, Inc.

The company's small-ticket financing operation serves small businesses. Small-ticket financing transactions are covers business essential assets, including computers, printing equipment, security systems, telecommunications equipment, car wash equipment, production equipment and other assets.

Leasing and Sales Activities: The company originates financing transactions through its Wirth Business Credit franchisees and territory managers employed by Wirth Business Credit, Inc. Its franchisees in its Wirth Business Credit franchise system are dedicated to originating equipment lease and financing transactions. The company's franchisees build business relationships at the local level and also have the support and infrastructure of a national leasing company.

Suppliers

The company's Play It Again Sports franchise system uses various major vendors, including Horizon Fitness, Nautilus, Wilson Sporting Goods, Champro Sporting Goods, Easton-Bell Sports, RBK CCM Hockey and Bauer Hockey. Its Once Upon A Child franchised store purchases approximately 30% of its new product from Graco, Million Dollar Baby and Dorel Juvenile Group.

Competition

The company's franchisees compete with online used and new goods retailers, such as eBay and Harmony Central. Its Play It Again Sports franchisees compete with retailers, such as Dick's Sporting Goods, The Sports Authority as well as regional and local sporting goods stores. It also competes with Target and Wal-Mart.

The company's Plato's Closet franchise stores primarily compete with specialty apparel stores such as Gap, Abercrombie & Fitch, Old Navy, Banana Republic, and The Limited. Its Once Upon A Child franchisees compete primarily with retailers, such as Babies "R" Us, Wal-Mart, Target and various specialty children's retail stores such as Gap Kids. Its Music Go Round franchise stores compete with musical instrument retailers, such as Guitar Center and Sam Ash Music.

History

Winmark Corporation was founded in 1988.

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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