

American Lorain Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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American Lorain Corporation 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 American Lorain Corporation and its competitors. This provides our Clients with a clear understanding of American Lorain Corporation position in the **Food and Beverages Industry**.

- The report contains detailed information about American Lorain Corporation 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 American Lorain Corporation. 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 American Lorain Corporation 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 American Lorain Corporation 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 American Lorain Corporation business.

About American Lorain Corporation

American Lorain Corporation operates as a food manufacturing company in China. The company develops, manufacture, and sells the following types of food products: chestnut products, convenience foods (including ready-to-cook, or RTC, foods, ready-to-eat, or RTE, foods and meals ready-to-eat, or MRE); and frozen food products.

The company's products are sold in 26 provinces and administrative regions in China and 42 foreign

countries. It has limited sales and marketing activity in the United States.

Products

The company's products are categorized into the following three segments: Chestnut products, Convenience food products, and Frozen food products.

Chestnut Products

The company's products in 2009 included its aerated open-bottom chestnuts, which are chestnuts packaged with nitrogen; sweetheart chestnuts, which are sweet preserved chestnuts; chestnuts in syrup; and golden chestnut kernels. The majority of its chestnut products are natural and do not contain chemical additives.

Convenience Foods

The company's convenience food products are characterized as follows: Ready-to-cook, or RTC, food products; Ready-to-eat, or RTE, food products; and Meals ready-to-eat, or MRE, food products. RTCs can be served after a few easy cooking procedures. Typically, when preparing a RTC, customers need only to heat the food in a microwave or boil it for several minutes before eating. The company's RTCs in 2009 were beef and lamb products.

RTEs can be served without any cooking. The company's main RTEs in 2009 were various pickle products. Other RTEs include spiced belt fish, cherry tomato, spicy pork fillet, pork and egg roll, pears and pineapples.

MREs are meal kits with self-heating devices. The company's MREs are used in both military and civilian uses, such as camping, traveling and other situations in which a person does not have access to traditional cooking supplies and equipment, such as a stove or microwave. In 2009, the company also introduced to market new MRE products that are microwaveable and used by people who do not have time or means to cook or to eat at a restaurant.

The company produces various MREs based on Chinese cuisine, which were its pork with garlic sauce over rice and kungpao chicken with rice. Other MREs are based on other styles of food, such as Italian cuisine. Many of its convenience products are natural and do not contain chemical additives.

The company produced 117 convenience food products in 2009, including 16 new products, such as candied bean products and MRE microwaveable rice products.

Frozen Food Products

The company produces various frozen foods, including frozen vegetables, frozen fruits, frozen fish, and frozen meats. The company produced 61 frozen food products in 2009. The company's main frozen foods in 2009 were frozen asparagus and frozen corn.

Sales and Marketing

The company has 36 sales offices in 26 provinces in China. Its export sales destinations include Asia, primarily Japan, South Korea and Malaysia, but also Singapore and Taiwan; Europe, primarily Belgium and the United Kingdom, but also France, Germany, the Netherlands, Spain, and Sweden; the Middle East, primarily Saudi Arabia, Kuwait and the United Arab Emirates; and North America, including the United States and Canada. The company sells products to international markets through Shandong Lvan, a food trading company in China, other export companies in China, and its own sales team located in China.

Customers

The company sells products in 26 provinces and administrative regions in China and 42 foreign countries globally. Its major customers are Shandong Lvan Import & Export Co., Ltd., a food trading company in China that distributes a significant portion of the company's exported products; and Shinsei Foods, a Japanese company.

Competition

The company's competitors in the chestnut product market are Hebei Liyun, a Chinese company, and Foodwell Corporation, a South Korean company. Its competitors in the frozen food products market are Weitang Langdong, Yuyao Hongji Food Co. Ltd. and Yantai Pengshun Food Co. Ltd.

History

American Lorain Corporation was founded in 1995.

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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