

Bob Evans Farms Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Bob Evans Farms Inc. 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 Bob Evans Farms Inc. and its competitors. This provides our Clients with a clear understanding of Bob Evans Farms Inc. position in the [Restaurants and Leisure](#) Industry.

The report contains detailed information about Bob Evans Farms Inc. 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 Bob Evans Farms Inc.. 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 Bob Evans Farms Inc. 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 Bob Evans Farms Inc. 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 Bob Evans Farms Inc. business.

About Bob Evans Farms Inc.

Bob Evans Farms, Inc. operates as a service restaurant company that operates two restaurant concepts — Bob Evans Restaurants and Mimi's Cafes. The company is also a producer and distributor of pork sausage and complementary, homestyle convenience food items.

Restaurant Concepts

As of April 30, 2010, the company owned and operated 569 Bob Evans Restaurants and 146 Mimi's Cafes, with no franchising.

Bob Evans Restaurants

Bob Evans Restaurants' Breakfast entrees are served all day and feature traditional favorites, such as sausage, bacon, eggs and hotcakes, as well as specialty offerings like crepes and stuffed French toast. It also offers various lunch and dinner entrees, including a line-up of Big Farm Salads and signature dinner items, such as country fried steak and slow-roasted turkey and pork. As of April 30, 2010, the company added various new items to its menu from its pipeline, including various varieties of Deep Dish Pastas and Farm-Fresh Wraps. Its expanded Fit from the Farm menu offerings, such as

Apple-Cranberry Spinach Salad and Chicken, Spinach & Tomato Pasta, provide guests who are following a 2,000 calorie daily diet with the option of eating 3 balanced meals a day at Bob Evans Restaurants.

The company offers retail gifts, food items and other novelties for sale on a limited basis in the Corner Cupboard areas located inside most of its traditional Bob Evans Restaurants and on a much larger scale in its seven Bob Evans Restaurants & General Stores.

Mimi's Cafes

Mimi's Cafe is a casual dining concept positioned as The All Day Fresh Cafe. The menu includes various American and ethnic cuisine categories, including Cafe Classics featuring signature items, such as its Chicken Pot Pie and Oven Fresh Pot Roast; Gourmet Francais featuring French-inspired dishes, such as quiches, French Country Brie Salad and Chicken Cordon Bleu; and Fresh & Fit featuring items with approximately 650 calories. All Mimi's offer a selection of beer and wine.

The company owns and operates SWH Custom Foods, an approximately 25,000 square-foot prep kitchen in Fullerton, California, that prepares signature muffin mixes, dressings, sauces and soups for Mimi's and third-party restaurants.

Food Products Operations

The company offers various homestyle food products under the Bob Evans and Owens brand names. Its food products include approximately 100 varieties of fresh, smoked and fully cooked pork sausage and hickory-smoked bacon products. The company also offers approximately 100 complementary, convenience food items in the refrigerated and frozen areas of grocery stores, such as mashed potatoes, macaroni & cheese, microwaveable sandwiches and slow-roasted main dish entrees.

As of April 30, 2010, the company refined its product innovation pipeline for foodservice products and introduced approximately 30 new retail food products, including an assortment of Bob Evans Wrappers (sausage wrapped in dough) and Bob Evans Stuffers (biscuits stuffed with various fillings).

Customers

The company's major customers include Wal-Mart Stores, Inc. (and its affiliates) and

The Kroger Co. It sells various products to food brokers who in turn supply the U.S. military, including convenience food items and sausage.

Suppliers

The company's major supplier includes PFG Customized Distribution, a national food distributor.

Competition

With respect to its sausage products, the company's major competitors include the sausage products of Johnsonville Sausage LLC and the Sarah Lee Corporation (Jimmy Dean brand).

History

Bob Evans Farms, Inc. was founded in 1953.

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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2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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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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