

Breville Group Ltd Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Breville Group Ltd 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 Breville Group Ltd and its competitors. This provides our Clients with a clear understanding of Breville Group Ltd position in the [Wholesale and Distribution](#) Industry.

The report contains detailed information about Breville Group Ltd 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 Breville Group Ltd. 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 Breville Group Ltd 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 Breville Group Ltd 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 Breville Group Ltd business.

About Breville Group Ltd

Housewares International Limited (the company) was started in 1957. The Company owns 100% of Breville Holdings Pty Ltd and 50% of Anglo-Canadian, a long established distributor of home wares in Canada. The principal activities the company is importation, distribution and marketing of homewares and small electrical appliances in the consumer products industry in Australia, New Zealand, USA, Canada and Hong Kong. The Company operated in two division they are Electrical Division and Homewares Division. The Company operated in Australia, New Zealand, Canada and the USA, Hong Kong, South Africa and Europe and diversifying into additional home categories including laundry, garage and outdoors with the new SABCO brand.

Australia and New Zealand

Housewares International is a major player in this market, supported by customer service investments including approximately 50,000m² (500,000 sq ft) of warehousing, showroom and office facilities in all Australian mainland state capitals.

Electrical Division

The small appliance brands of Breville, Kambrook, Ronson and heating and cooling

brand Goldair are 100% Company owned, while full distribution rights for Australia and New Zealand have now been gained for the world famous Philips brand. These are distributed throughout all major Australian retailers, including department, chain and specialty stores.

Homewares Division

The brands of Arcosteel, Baccarat, Liddy, Mayfair and Jackson and Pronto are 100% Company owned. Brand sales are across tableware and kitchenware categories. The Homewares Division is also an agent and/or distributor for imported products such as J.G. Durand Crystal, Crystal D'Arques, Luminarc, Leifheit, Peg Perego, Space Bags, Soehnle and Bormioli Rocco.

The comprehensive range of Arcosteel middle market kitchenware products comprises stainless steel cookware, kitchen knife blocks and coffee and tea products, as well as a very major range of kitchen accessory items.

Within the Homewares Division are two smaller divisions. The Liddy Division designs and markets a diverse range of Liddy coordinated kitchenware, tabletop and giftware, distributed through department, chain and specialty stores. The Nursery Division acts as agent and distributor for Peg Perego, a range of prestige Italian prams, strollers and high chairs marketed through department and specialty stores.

Canada and the USA

With the company's 50% purchase of Anglo-Canadian, it has become a supplier of homewares in Canada. These will include Arcosteel, Bella Cucina, Breville, Gourmet Edition, Heritage Collection, Le Creuset, Liddy, Metro, Pasabache and RCR.

In the USA Metro Marketing has been a wholly owned subsidiary of Housewares International since 1997. With offices, showrooms and warehouses in Los Angeles and New York, Metro distributes to major retailers including Walmart, Albertsons and AEFES. Major brands include Arcosteel, Breville, Fiesta, Gourmet Edition, Heritage Collection, Liddy and Metro.

The Company's major consumer brands in the Kitchenware, Tabletop, Electrical and Agency categories such as Breville, Kambrook, Ronson, Philips, Baccarat, Arcosteel, Alex Liddy, Forum, Mayfair & Jackson, Peg Perego and Soehnle.

Kitchenware

Practical Accessories

Alleviate the 'Daily Grind' with battery operated Salt and Pepper shakers. Practical, yet stylish, the accessories on offer across the Baccarat, Arcosteel and Pronto! Brands range in price and function to meet the needs of all its customers. The Baccarat battery operated Pepper Mill is a new addition to its wide range of accessories and the perfect addition to any kitchen.

Launch of a brand

In 2003 the company developed a new brand Alex Liddy. An extension of the perennially popular Liddy brand of decorator ceramics, the new brand is more contemporary and relevant to today's consumer. A wide range of products are available including ceramic dinnerware and serving ware, fine bone china, glassware, melamine, giftware and decorator items.

Leifheit

Leifheit is a German company that develops and distributes kitchen, laundry, cleaning and storage products throughout the world. Leifheit is the parent company of Soehnle, and has been associated with HWI in Australia since April 2001. HWI has benefited from its relationship with Electrical retailers by achieving significant sales of a major range of Leifheit laundry items, including premium quality ironing tables, indoor drying and storage items as well as a range of new waste disposal products.

Bormioli Rocco

In addition to the vast range of glasses, Bormioli Rocco also brings to Australia the Frigoverre and the Quattro Stagioni storage ranges – a must for those who enjoy home cooking and preserving.

Bacino – 'Launch of a company owned brand' New to its growing Nursery range in 2003 is the Bacino brand. A Company's owned brand, Bacino (little kiss) will offer a wide range of products across the category. The range includes prams and strollers, jogger prams and rockers. Also included in the range are a number of nursery accessories such as travel cots, sleeping bags, nappy bags, nursery furniture and developmental toys.

Philips

The Philips has launched the men's shaver brand in July of the advanced Sensotec range. The new Sensotec models feature the latest in Philips' shaving technology, including the Personal Comfort Control system designed to enable a customised shave to suit individual skin type.

Peg Perego 'Italian Style'

Peg Perego, a company which for over 50 years has been designing and manufacturing prams, strollers, travel systems, and high chairs to exacting standards. Italian designed and manufactured, Peg Perego continues to be an Australian favourite.

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.
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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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