

Briggs & Stratton Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Briggs & Stratton 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 Briggs & Stratton Corp. and its competitors. This provides our Clients with a clear understanding of Briggs & Stratton Corp. position in the [Heavy Machinery](#) Industry.

The report contains detailed information about Briggs & Stratton 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 Briggs & Stratton 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 Briggs & Stratton 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 Briggs & Stratton 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 Briggs & Stratton Corp. business.

About Briggs & Stratton Corp.

Briggs & Stratton Corporation engages in the design, manufacture, marketing, and servicing of air cooled gasoline engines for outdoor power equipment. The company offers these products for original equipment manufacturers (OEMs) worldwide.

The company, through its wholly owned subsidiary, Briggs & Stratton Power Products Group, LLC, also designs, manufactures, and markets of generators (portable and standby), pressure washers, snow throwers, lawn and garden powered equipment (primarily riding and walk behind mowers and tillers), and related service parts and accessories.

Segments

The company operates through two segments, Engines and Power Products.

ENGINE SEGMENT

The company's engines are used by the lawn and garden equipment industry. Major lawn and garden equipment applications include walk-behind lawn mowers, riding lawn mowers, garden tillers, and snow throwers. The engines are also sold for use on

products for industrial, construction, agricultural, and other consumer applications, that include generators, pumps, and pressure washers. These engines are aluminum alloy gasoline engines with displacements ranging from 141 to 993 cubic centimeters.

The company serves international markets through its European regional office in Switzerland, its distribution center in the Netherlands, and sales and service subsidiaries and offices in Australia, Austria, Brazil, Canada, China, the Czech Republic, England, France, Germany, Italy, Japan, Mexico, New Zealand, Poland, Russia, South Africa, Sweden, and the United Arab Emirates. The company also supplies gasoline engines in developed countries. It also exports engines to developing nations where its engines are used in agricultural, marine, construction, and other applications.

The company also manufactures replacement engines and service parts and sells them to sales and service distributors. Its distributors supply service parts and replacement engines directly to independently owned, authorized service dealers.

Customers

The company's major customers include Husqvarna Outdoor Products Group; MTD Products Inc.; Deere & Company; The Home Depot, Inc.; Lowe's Companies, Inc.; Sears Holdings Corporation; and Wal-Mart Stores, Inc.

Competition

The company's competitors in engine manufacturing are Honda Motor Co., Ltd. (Honda); Kawasaki Heavy Industries, Ltd. (Kawasaki); and Kohler Co. (Kohler).

Strategic Relationships

The company has joint ventures with Daihatsu Motor Company for the manufacture of engines in Japan; Starting Industrial of Japan for the production of rewind starters and punch press components in the United States; and The Toro Company for the manufacture of two-cycle engines in China.

The company has a strategic relationship with Mitsubishi Heavy Industries (MHI) for the global distribution of air cooled gasoline engines manufactured by MHI in Japan under its Vanguard brand.

POWER PRODUCTS SEGMENT

The Power Products segment's principal product lines include portable and standby generators, pressure washers, snow throwers, and lawn and garden powered equipment. This segment sells its products through multiple channels of retail distribution, including consumer home centers, warehouse clubs, mass merchants, and independent dealers. Its products are marketed under various brands, including Briggs & Stratton, Brute, Craftsman, Ferris, John Deere, GE, Murray, Simplicity, Snapper, Victa, and Troy-Bilt.

Customers

The company's customers include Lowe's Companies; Inc.; The Home Depot Inc.; Sears Holdings Corporation; Wal-Mart Stores, Inc.; Deere & Company; Tractor Supply, Inc.; and a network of independent dealers.

Competition

The company's competitors include Honda; Generac Power Systems, Inc.; Techtronic Industries; Deere & Company; MTD; The Toro Company; and Husqvarna Outdoor Power Equipment.

History

Briggs & Stratton Corporation was founded in 1908.

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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