

Brown Shoe Co. Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/BC811918808BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: BC811918808BEN

Abstracts

Brown Shoe Co. 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 Brown Shoe Co. Inc. and its competitors. This provides our Clients with a clear understanding of Brown Shoe Co. Inc. position in the [Retail](#) Industry.

The report contains detailed information about Brown Shoe Co. 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 Brown Shoe Co. 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 Brown Shoe Co. 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 Brown Shoe Co. 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 Brown Shoe Co. Inc. business.

About Brown Shoe Co. Inc.

Brown Shoe Company, Inc. operates in the footwear industry. The company's activities include the operation of retail shoe stores and e-commerce websites, as well as the sourcing and marketing of footwear for women, men and children.

Segments

The company's segments include Famous Footwear, Wholesale Operations, Specialty Retail and Other.

Famous Footwear segment

Famous Footwear segment operated approximately 1,129 stores, as of December 31, 2009. Its target customers are women who buy brand-name fashionable shoes for themselves and their families. In addition to retail footwear stores, the company operates a FamousFootwear.com website as a Famous Footwear internet retailing store. Famous Footwear stores feature a selection of brand-name, athletic, casual and dress shoes for the entire family. Brands carried include Nike, Skechers, New Balance, DC, Converse, Puma, adidas, Dr. Scholl's, Naturalizer, Rocket Dog, LifeStride, Asics, Connie, Steve Madden, Vans, Marc Ecko, K-Swiss, Buster Brown, Madden Girl, and

Aerosoles.

Specialty Retail segment

The company's Specialty Retail segment, composed of 282 stores, as of January 30, 2010, included the following retail concepts and Shoes.com and other e-commerce businesses.

Naturalizer: The Naturalizer retail stores are complementary to and a showcase for Naturalizer brand of women's shoes. These stores are designed and merchandised to appeal to the Naturalizer customer. The Naturalizer stores offer a selection of women's footwear styles, including casual, dress, sandals and boots, primarily under the Naturalizer brand. As of December 31, 2009, the company operated 120 Naturalizer stores in the United States and 118 Naturalizer stores in Canada.

As of December 31, 2009, through majority-owned subsidiary, B&H Footwear Limited (B&H Footwear), the company also operated 14 stores in several of China's cities. In addition, its joint venture partner, Hongguo International Holdings Limited (Hongguo), operated 33 stores, as of December 31, 2009. Naturalizer footwear is distributed through these stores operated by B&H Footwear and Hongguo.

E-Commerce / Direct-To-Consumer

The company owns Shoes.com, Inc., an Internet retailing company. Shoes.com offers a selection of footwear and accessories to women, men, and children that includes footwear purchased from outside suppliers, company-branded and licensed footwear and certain merchandise sold in Famous Footwear stores. Websites, such as ShoeSteal.com, ViaSpiga.com, FrancoSarto.com, DrSchollsShoes.com, LifeStride.com, CarlosShoes.com and SkateStyles.com function as retail outlets for the online consumer and serve as additional brand-building vehicles for the company.

Other Store Concepts

Specialty Retail segment also includes other store concepts that sell other brands. These include retail stores operated under the Brown Shoe Closet, F.X. LaSalle and Via Spiga names. As of December 31, 2009, the company operated 16 Brown Shoe Closet retail stores located in United States outlet malls, averaging 2,200 square feet. These multi-branded outlet stores carry Brown Shoe brands, including Etienne Aigner, Franco Sarto, Original Dr. Scholl's, Carlos by Carlos Santana, and Nickels.

As of December 31, 2009, the company operated 13 F.X. LaSalle retail stores, primarily in the Montreal, Canada, market, that sell women's and men's branded and private-label footwear.

As of December 31, 2009, the company operated one Via Spiga concept store in Manhattan's Soho neighborhood in New York City, New York. The store sells primarily Via Spiga product, including women's footwear and accessories and men's footwear.

Wholesale Operations segment

Wholesale Operations segment designs, sources, and markets branded and nonbranded casual, dress and athletic footwear for women, men and children. Its footwear is distributed to approximately 2,000 retailers, including national chains, mass merchandisers, department stores, independent retailers, catalogs and online retailers throughout the United States and Canada, as well as approximately 35 other countries (including intersegment sales). The most significant wholesale customers include retailers, including national chains, such as Retail Ventures (including DSW), TJX Corporation (including TJ Maxx and Marshalls), Ross Stores and Kohl's; mass merchandisers such as Walmart, Collective Brands (including Payless ShoeSource), Target and Kmart; and department stores such as Macy's, Nordstrom, Bon-Ton and Belk. In 2009, Wholesale Operations sold its customers approximately 55 million pairs of shoes.

History

Brown Shoe Company, Inc. was founded in 1878.

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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