

# **Build-A-Bear Workshop Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

Build-A-Bear Workshop 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 Build-A-Bear Workshop Inc. and its competitors. This provides our Clients with a clear understanding of Build-A-Bear Workshop Inc. position in the [Retail](#) Industry.

The report contains detailed information about Build-A-Bear Workshop 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 Build-A-Bear Workshop 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 Build-A-Bear Workshop 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 Build-A-Bear Workshop 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 Build-A-Bear Workshop Inc. business.

### **About Build-A-Bear Workshop Inc.**

Build-A-Bear Workshop, Inc. operates as a specialty retailer of plush animals and related products.

As of January 2, 2010, the company operated 345 company-owned retail stores in the United States, Canada, the United Kingdom, Ireland, and France including 291 Build-A-Bear Workshop stores in the United States and Canada, 51 Build-A-Bear Workshop stores in the United Kingdom and Ireland and 3 Build-A-Bear Workshop stores in France. In addition, franchisees operated 65 Build-A-Bear Workshop stores in other international locations.

The company offers a selection of merchandise, including 30 different styles of animals to be stuffed and various clothing, shoes and accessories for the stuffed animals. Its concept appeals to a range of age groups and demographics, including children, teens, parents and grandparents.

The company also markets its products and builds its brand in its countries of operation through national multi-media marketing programs that target its core demographic guests, principally parents and children. In addition, its virtual world Web site, [buildabearville.com](http://buildabearville.com), promotes brand connection and in-store products and events with

customization options and social connectivity features.

Guests who visit Build-A-Bear Workshop stores enter a teddy bear-themed environment consisting of eight stuffed animal-making stations: Choose Me, Hear Me, Stuff Me, Stitch Me, Fluff Me, Dress Me, Name Me, and Take Me Home. To attract its target guests, the company has designed its stores to provide a 'theme park' destination in the mall that is open and inviting with an entryway that spans the majority of its storefront and highly visual and colorful teddy bear themes and displays.

The company offers a coordinated selection of merchandise, including approximately 30 to 35 varieties of animals to be stuffed, as well as other clothing and accessory items for the animals. The company's clothing is inspired by human fashion and includes authentic details, such as functional buttons, working pockets, belt loops and zippers and has details, such as an opening for the stuffed animal's tail and adjustable closures to help fit any size animal. The company improves the authentic nature of its products with strategic product licensing relationships with brands that are in demand with its guests, such as officially sanctioned NFL, NBA, MLB and FIFA team apparel, Skechers shoes, and Justice clothing.

#### Licensing and Strategic Relationships

The company has developed licensing and strategic relationships with some of the retail and cultural organizations in North America and Europe.

**Product and Merchandise Licensing:** The company has key strategic relationships with select companies, including World Wildlife Fund U.S. and Canada, Skechers, Sanrio, the NBA, the WNBA, MLB, Justice stores, Disney, NFL, the NHL, FIFA and First Book. The company offers selected character-oriented products, including Disney's JONAS, Fox's Alvin and the Chipmunks, The Squeakquel, Nickelodeon's iCarly as well as the classic movie character, Frosty the Snowman.

**Promotional Arrangements:** The company also has developed promotional arrangements with select organizations. The company's arrangements with Major League Baseball teams, including the Chicago Cubs, St. Louis Cardinals and New York Mets have featured stuffed animal giveaways at each club's ballpark on a day in which its brand is promoted with in the stadium.

In 2009, the company partnered with McDonald's to feature limited edition, collectible mini Build-A-Bear Workshop animals in Happy Meals. It also has arrangements

featuring product sampling, cross promotions and shared media with companies, such as Macy's and Shutterfly, as well as targeted promotions with key media brands, such as National Geographic Kids, Good Housekeeping and Radio Disney.

**Third Party Licensing:** The company has entered into a series of licensing arrangements with manufacturers to develop a collection of lifestyle Build-A-Bear Workshop branded products, including children's furniture, fruit snacks, Nintendo games, scrapbooking products and craft kits. The company has entered into or maintained licensing arrangements for its branded products with manufacturers, including Pulaski Furniture, ConAgra Foods, The Game Factory, Colorbok and Ellison Educational. Many of its licensed products include a tie-in with its interactive Web site, [buildabearville.com](http://buildabearville.com).

### Segments and Geographic Areas

The company conducts its operations through three segments consisting of retail, international franchising, and licensing and entertainment. The retail segment includes the operating activities of company-owned stores in the United States, Canada, the United Kingdom, Ireland and France, and other retail delivery operations, including its Web-store and non-traditional store locations, such as tourist venues and ballpark stores. The international franchising segment includes the licensing activities of its franchise agreements with locations in Asia, Australia, Africa and Europe, outside of the United Kingdom, Ireland, and France.

### Competition

The company competes with toy retailers, such as Wal-Mart, Toys "R" Us, Target, Kmart and Sears and other discount chains, as well as with various companies that sell teddy bears and dolls in the United States, including, Ty, Fisher Price, Mattel, Ganz, Russ Berrie, Applause, Boyd's, Hasbro, Commonwealth, Gund and Vermont Teddy Bear.

### History

Build-A-Bear Workshop, Inc. was founded in 1997.

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.

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The complete financial data is available for publicly traded companies.



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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 3×3 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?

## I would like to order

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