

Cannondale Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/CF049AEA2ADBEN.html>

Date: July 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: CF049AEA2ADBEN

Abstracts

Cannondale Corporation 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 Cannondale Corporation and its competitors. This provides our Clients with a clear understanding of Cannondale Corporation position in the Industry.

The report contains detailed information about Cannondale Corporation 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 Cannondale Corporation. 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 Cannondale Corporation 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 Cannondale Corporation 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 Cannondale Corporation business.

About Cannondale Corporation

Cannondale Corporation, incorporated in Delaware in 1971, manufactures high-performance bicycles. Its bicycle line has grown from 21 models in 1992 model year to 89 models in 2003 model year, all of which are hand assembled and constructed with hand-welded aluminum frames. The Company also sells other bicycle-related products including clothing, shoes and bags, and a line of components, some of which are manufactured for the company by third parties.

Products - bicycles

The Company's bicycles are marketed under the Cannondale brand name and 'Handmade in USA' logo. Its 2003 bicycle line offers 89 models, all of which feature a lightweight Cannondale hand-welded and hand-assembled aluminum frame. Its use of aluminum allows the company to produce frames that are generally lighter in weight than other frames. Its bicycles feature wide diameter tubing, which provides greater frame rigidity as well as a distinctive look. Certain models also have full or front suspension systems, offering greater comfort and control than non-suspended bikes.

The Company manufactures and sells bicycle models for the adult market in seven major categories: mountain, road racing, Sport road, multi-sport, Road Warrior,

recreational and specialty. Mountain bikes have wide knobby tires and straight handlebars, and are designed for off-road riding.

Road racing bikes are lightweight with thin tires and drop (curved) handlebars, and are used for competitions or fast-paced fitness riding on paved roads. Sport road bikes are recreational road bikes that focus on comfort as much as performance. Multi-sport bikes, designed for triathlons and other multi-sport races, are crafted from aerodynamic tubes.

Road Warrior models are targeted toward serious, non-competitive road riders, and have somewhat more emphasis on comfort. The recreational segment is comprised of Adventure and comfort bikes. Adventure models stress performance and comfort while providing more potential ground speed than comfort bikes, while comfort bikes are perfect for the occasional cyclist who places maximum importance on comfort and ease of use. The specialty bicycle market encompasses various niche products, including tandem, touring, cyclocross, city and street models.

The Company has 14 models in its 2003 line of proprietary HeadShok front suspension forks. Its 2003 HeadShok line is highlighted by four Lefty fork models. The HeadShok Lefty models feature a single telescoping blade that dramatically reduces weight while delivering generous travel. The flagship Lefty fork, the Lefty Carbon ELO, features a carbon fiber telescoping blade and weighs 317 grams less than the original Lefty. The fork also features ELO (Electronic Lock-Out), a handlebar-mounted push-button switch that electronically deactivates the fork's suspension on demand to prevent wasteful bobbing during sprints and climbs.

The Company manufactures other proprietary components to pursue a strategy of 'System Integration.' System Integration is the process by which the company's designers create frames and components concurrently.

The Company also offers men and women's cycling apparel. The line features numerous garments, and ranges from traditional cycling shorts and jerseys to water and windproof shells designed specifically for cold weather cycling. The line includes two main collections: Chrono, a versatile line of performance-oriented apparel for riders of all abilities, and Terra, more loosely-cut garments for off-road riding.

In addition to bicycle, suspension fork, component and clothing lines, the company manufactures and sells bicycle accessories, including bags, shoes and other items, some of which are manufactured for the company by third parties. These products are

sold primarily through the same distribution channels as its bicycles, forks, components and apparel.

International operations

The Company's bicycle products are sold in approximately 60 foreign countries. Its activities in Europe, Japan and Australia are conducted through three wholly-owned subsidiaries: Cannondale Europe B.V., Cannondale Japan KK and Cannondale Australia Pty Limited, respectively.

Cannondale Europe: Cannondale Europe, based in Oldenzaal, the Netherlands, was formed in 1989. Cannondale Europe assembles bicycles at its Netherlands facilities using the Company's frames and components, as well as components manufactured by third parties. Cannondale Europe sells bicycles and accessories directly to approximately 1,000 specialty bicycle retailer locations in Austria, Belgium, Denmark, Finland, France, Germany, Italy, Ireland, Luxembourg, the Netherlands, Norway, Spain, Sweden, Switzerland and the United Kingdom using locally based employee account managers supervised from the Oldenzaal headquarters.

Cannondale Japan: The Company formed Cannondale Japan in 1992 to undertake direct sales to Japanese specialty bicycle retailers. Cannondale Japan based in Osaka, imports fully-assembled bicycles and a full line of the Company's accessories and various components manufactured by third parties.

Cannondale Japan sells bicycles and accessories directly to approximately 300 specialty retailers and sells accessories to an additional 27 retailers.

Cannondale Australia: In July 1996, Cannondale Australia purchased substantially all the assets of Beaushan Trading Pty Limited, an Australian bicycle distribution company, to undertake direct sales to Australian and New Zealand specialty bicycle retailers.

Cannondale Australia based in Sydney, imports fully-assembled bicycles and a full line of the Company's accessories and various components manufactured by third parties. Cannondale Australia sells bicycles and accessories directly to approximately 200 specialty retailers.

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 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?

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