

Castle Brands Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Castle Brands 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 Castle Brands Inc. and its competitors. This provides our Clients with a clear understanding of Castle Brands Inc. position in the [Food and Beverages](#) Industry.

The report contains detailed information about Castle Brands 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 Castle Brands 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 Castle Brands 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 Castle Brands 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 Castle Brands Inc. business.

About Castle Brands Inc.

Castle Brands Inc. engages in the development and marketing of various brands in the following beverage alcohol categories: rum, whiskey, liqueurs, vodka, tequila, and fine wine.

Brands

The company markets the following brands: Gosling's Rum, Jefferson's, Jefferson's Reserve and Jefferson's Presidential Select bourbons, Clontarf Irish whiskey, Pallini liqueurs, Boru vodka, Knappogue Castle Whiskey, Tierras tequila, and Betts & Scholl wines.

Gosling's rum: The company is the U.S. distributor for Gosling's rums, including Gosling's Black Seal Dark Rum, Gosling's Gold Bermuda Rum, and Gosling's Old Rum. It holds a 60% controlling interest in Gosling-Castle Partners, Inc., a global export venture between the company and the Gosling family. Gosling-Castle Partners has the long-term export and distribution rights for the Gosling's rum products for countries other than Bermuda. The company also has introduced Gosling's Stormy Ginger Beer, an essential non-alcoholic ingredient in Gosling's trademarked Dark 'n Stormy rum cocktail.

Jefferson's bourbons: The company develops and markets three premium, very small batch bourbons: Jefferson's, Jefferson's Reserve, and Jefferson's Presidential Select. It offers the 3 distinct premium Kentucky bourbons, each of which is blended in batches of 8 to 12 barrels to produce specific flavor profiles.

Clontarf Irish whiskeys: The company's family of Clontarf Irish whiskeys represents a majority of its case sales of Irish whiskey. Clontarf, an accessible and smooth premium Irish whiskey, is distilled using quality grains and Irish spring water. Clontarf is available in single malt and classic versions.

Knappogue Castle Whiskey: The company has developed its Knappogue Castle Whiskey, a single malt Irish whiskey to build on both the popularity of single malt Scotch whisky and the growth in the Irish whiskey category. Knappogue Castle Whiskey is distilled in pot stills using malted barley and is vintage-dated based on the year of distillation.

Knappogue Castle 1951: Knappogue Castle 1951 is a pot-still whiskey.

Pallini liqueurs: The company has the U.S. distribution rights (excluding duty free sales) for Pallini Limoncello and its related brand extensions. Pallini Limoncello is a lemon liqueur, which is served iced cold, on the rocks or as an ingredient in various drinks, ranging from martinis to iced tea. It is also used in cooking, particularly for pastries and cakes. Pallini Limoncello is crafted from an authentic family recipe. It is made with Italy's finest Sfusato Amalfitano lemons that are hand-selected for optimal freshness and flavor. There are two other flavor extensions of this Italian liqueur: Pallini Peachcello made with white peaches, and Pallini Raspicello, made from a combination of raspberries and other berries.

Boru vodka: Boru vodka is a vodka produced in Ireland. It is five-times distilled using spring water for smoothness and filtered through 10 feet of charcoal made from Irish oak for purity. The company offers three flavor extensions of Boru vodka: Boru Citrus, Boru Orange, and Boru Crazzberry (a cranberry/raspberry flavor fusion).

Tierras tequila: In 2009, the company launched a new brand of organic, super-premium tequila, Tequila Tierras Autenticas de Jalisco (Tierras). Tierras is the certified organic tequila in the United States and is available as blanco, reposado, and añejo. The company is the U.S. importer and marketer of Tierras.

Brady's Irish cream liqueur: Brady's Irish Cream, an Irish cream, is made in small batches using Irish whiskey, dairy fresh cream, and natural flavors.

Celtic Crossing liqueur: The company has the worldwide distribution rights for Celtic Crossing, a premium brand of Irish liqueur that is a combination of Irish spirits, cognac, and a taste of honey. It has a 60% ownership interest in Celtic Crossing in the United States, Canada, Mexico, Puerto Rico, and the islands between North and South America. Gaelic Heritage Corporation Limited, an affiliate of one of its bottlers, has the rights to produce and supply the company with Celtic Crossing.

Betts & Scholl wines: Betts & Scholl is a family of fine wines that includes Grenache, Syrah, and Riesling from Australia, Syrah from California, and Hermitage Blanc and Rouge from France. Each bottle of Betts & Scholl features the artwork of internationally renowned contemporary artists.

Markets

The company distributes its products in all 50 U.S. states and the District of Columbia, in 12 primary international markets, including Ireland, Great Britain, northern Ireland, Germany, Canada, Bulgaria, France, Russia, Finland, Norway, Sweden, China, and the Duty Free markets, and in various other countries in continental Europe, Latin America, the Caribbean, and Asia.

Customers

The company's major customer includes Southern Wine and Spirits and related entities.

Suppliers

The company's suppliers include Irish Distillers Limited, a subsidiary of Pernod Ricard; Royal Nedalco B.V.; and Terra Limited.

Significant Events

On August 10, 2010, Castle Brands Inc. announced that it has formed a joint venture with Drink Pie, LLC to manage the manufacturing and marketing of Travis Hasse's Original Apple Pie Liqueur, Cherry Pie Liqueur and any future line extensions of the brand. The joint venture entity has the global rights to produce and market Travis Hasse's Original Pie Liqueurs and Castle Brands has the global distribution rights for

this brand.

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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