

Central Garden & Pet Co. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Central Garden & Pet Co. 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 Central Garden & Pet Co. and its competitors. This provides our Clients with a clear understanding of Central Garden & Pet Co. position in the [Consumer Products](#) Industry.

The report contains detailed information about Central Garden & Pet Co. 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 Central Garden & Pet Co.. 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 Central Garden & Pet Co. 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 Central Garden & Pet Co. 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 Central Garden & Pet Co. business.

About Central Garden & Pet Co.

Central Garden & Pet Company operates as marketer and producer of branded products for the lawn and garden, and pet supplies industries in the United States.

Pet Products Business

Proprietary Branded Pet Products: The company's principal pet supplies categories include dog & cat, aquatics, bird & small animal/specialty pet food, animal health, and nutrition products.

Dog & Cat: The company markets and produces premium edible and non-edible chews, ultra-premium dog and cat food, toys, collars, leashes, grooming supplies, pet carriers, and other accessories, and information and knowledge resources featuring the brands Nylabone, Four Paws, TFH, Pet Select, Interpet, Pet Love, and Mikki. Nylabone develops products, such as the NutriDent Edible Dental Brush Chews, Toro and Lobo, as well as various other dog toys. Four Paws products include grooming supplies and toys, and TFH produces and publishes pet books and magazines. Breeder's Choice brands include Pinnacle, Avoderm, and Active Care.

Aquatics: The company operates as a supplier of aquariums and related fixtures and

furniture, water conditioners and supplements, lighting systems and accessories featuring the brands Aqueon, Zilla, Oceanic Systems, Kent Marine, Coralife, and Blagdon.

Bird & Small Animal/Specialty Pet: The company markets and produces specialty pet food for birds, wild birds and small animals, vitamins and nutritional supplements, bird and small animal cages, habitats, transportation devices, toys and other accessories designed for the small animal marketplace featuring the brands Kaytee, Super Pet, Critter Trail, and Canopy Scientific. Kaytee produces specialty bird feed.

Animal Health: The company markets and produces flea, tick, mosquito, and other insect control products produced by Wellmark International and sold primarily under the Zodiac, Altosid, Pre Strike, and Extinguish brand names. It sells (S)-Methoprene to manufacturers of other insect control products, including Frontline Plus. In addition, through its Farnam operations, it manufactures and markets health care products for horses, household pets, and livestock. Farnam's portfolio of brands includes the Farnam umbrella brand, Equicare, ComboCare, IverCare, Bronco, Super Mask and Repel-X for horses, D-Worm, BioSpot and Scratchex for household pets, and Adams and Bite Free insect controls for home and yard care.

Customers

The company's customers include retailers, such as regional and national specialty pet stores, independent pet retailers, mass merchants and grocery stores, and professionals, such as manufacturers of insect control products, veterinarians, municipalities, farmers, and other economic animal buyers.

Competition

The company's competitors include Spectrum Brands and Hartz Mountain.

Garden Products Business

The company operates in the consumer lawn and garden market in the United States and offers both premium and branded products. It markets and produces a range of premium brands, including Pennington, The Rebels, AMDRO, Grant's, Lilly Miller, Ironite, Sevin, Over'n Out, Norcal Pottery, New England Pottery, GKI/Bethlehem Lighting, and Matthews Four Seasons.

Proprietary Branded Lawn and Garden Products: The company's principal lawn and garden product lines are grass seed, wild bird feed, insect control products, lawn and garden care products, decorative outdoor patio products and Christmas products and lighting. It markets indoor and outdoor pottery products through its Norcal Pottery and New England Pottery brands.

Grass Seed: The company markets and produces various mixtures and blends of cool and warm season turf grass for the residential and professional markets, as well as forage and wild game seed mixtures. It sells these products under the Pennington Seed, Pennington, Penkoted, Max-Q, ProSelect, Tournament Quality, MasterTurf, The Rebels, and Smart Seed brand names. It also produces private label brands of grass seed, including WalMart's private label grass seed.

Wild Bird Products: The company markets and produces wild bird feed, bird feeders, bird houses and other birding accessories in the United States. These products are sold primarily under the Pennington brand name. Its wild bird feed is treated with Bird-Kote, a nutritious coating made up of vegetable oil fortified with oil-soluble vitamins and elements needed by wild birds.

Lawn and Garden Chemicals: The company markets lawn and garden weed, moss, insect and pest control products and soil supplements and stimulants. It sells these products under the Knockout, Strike, Lilly Miller, Maxide, Alaska Fish Fertilizer, IMAGE, Sevin, Over'n Out, and RooTone brand names and the Eliminator private label for Wal*Mart. It also markets fire ant bait, sold primarily in the southern United States, under the AMDRO brand name. In addition, it markets ant baits, animal repellents and garden aid products under the Grant's brand name. The company manufactures various lines of lawn and garden fertilizers and soil supplements, in granular and liquid form, under the Pennington, Pro Care, Ironite, and other private and controlled labels.

Decorative Patio, Garden and Seasonal Products: The company markets decorative indoor and outdoor pottery products in the United States. It sells these products under the Norcal Pottery and New England Pottery brand names, which include terra cotta, stoneware, ceramic, and porcelain pots. It also markets seasonal Christmas products and lighting under the brand name GKI/Bethlehem Lighting, and manufactures a line of wooden garden products, including planters, barrel fountains, arbors, and trellises that are sold under the Matthews Four Seasons brand name.

Customers

The company's customers include retailers, such as mass merchants, home improvement centers, independent lawn and garden nurseries, drug and grocery stores, and professional end users. Its customers include Wal*Mart, Home Depot, Lowe's, PETsMART, and PETCO.

Competition

The company's turf and forage grass seed products, fertilizers, pesticides and combination products compete principally against products marketed by The Scotts Miracle-Gro Company.

History

Central Garden & Pet Company was founded in 1955.

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.
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 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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