

Coffee Holding Co.Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

https://marketpublishers.com/r/CC037E25405BEN.html

Date: May 2025 Pages: 50 Price: US\$ 499.00 (Single User License) ID: CC037E25405BEN

Abstracts

Coffee Holding 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 Coffee Holding Co.Inc. and its competitors. This provides our Clients with a clear understanding of Coffee Holding Co.Inc. position in the Food and Beverages Industry.

The report contains detailed information about Coffee Holding 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 Coffee Holding 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 Coffee Holding 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 Coffee Holding 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 Coffee Holding Co.Inc. business.

About Coffee Holding Co.Inc.

Coffee Holding Co., Inc. is an integrated wholesale coffee roaster and dealer in the United States. The company's products can be divided into three categories: wholesale green coffee, private label coffee, and branded coffee. Its private label and branded coffee products are sold throughout the United States and Canada to supermarkets, wholesalers, and individually owned and multi-unit retail customers.

Products

Wholesale Green Coffee: The company sells green coffee beans to small roasters and coffee shop operators located throughout the United States and carries approximately 90 different varieties. Specialty green coffee beans are sold unroasted, direct from warehouses to small roasters and gourmet coffee shop operators, which then roast the beans themselves. The company sells from as little as one bag (132 pounds) to a full truckload (44,000 pounds) of specialty green coffee beans, depending on the size and need of the customer.

Private Label Coffee: The company roasts, blends, packages, and sells coffee under private labels for companies throughout the United States and Canada. The company's private label coffee is sold in cans, brick packages, and instants in various sizes. As of



October 31, 2009, the company supplied coffee under approximately 50 different labels to wholesalers and retailers. The company produces private label coffee for customers who desire to sell coffee under their own name.

Branded Coffee: The company roasts and blends its branded coffee according to its own recipes and package the coffee at its facilities in La Junta, Colorado and Brecksville, Ohio. The company then sells the packaged coffee under its brand labels to supermarkets, wholesalers, and individually-owned stores throughout the United States.

The company's branded coffees are: Café Caribe is a specialty espresso coffee that targets espresso coffee drinkers and, in particular, the Hispanic consumer market; S&W is an upscale canned coffee and includes Premium, Premium Decaf, French Roast, Colombian, Colombian Decaf, Swiss Water Decaf, Kona, Mellow'd Roast and IL CLASSICO lines; Café Supremo is a specialty espresso that targets espresso drinkers of all backgrounds and tastes; Don Manuel is produced from the Colombian coffee beans; Fifth Avenue is a blended coffee; Via Roma is an Italian espresso targeted at the traditional espresso drinker; II CLASSICO is an S&W brand espresso product; and Entenmann's line of coffee products consists of three canned coffees and six different bagged coffees, each of which is made from Arabica specialty coffee beans.

Other Products

The company also offers trial-sized mini-brick coffee packages; specialty instant coffees; instant cappuccinos and hot chocolates; and tea line products.

Customers

The company sells its private label and its branded coffee to retail and wholesale customers in the United States. The company sells wholesale green coffee to Green Mountain Coffee Roasters (GMCR).

Competition

The company competes with Massimo Zanetti Beverage; Kraft General Foods, Inc. (owner of the Maxwell House brand); Smuckers (owner of the Folgers brand); and Massimo Zanetti Beverage which also markets specialty coffee in addition to non-specialty coffee.

History

Coffee Holding Co.Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis



Coffee Holding Co., Inc. was founded in 1971.

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.



Contents

RESEARCH METHODOLOGY

DISCLAIMER

1. COFFEE HOLDING CO.INC. COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

2. COFFEE HOLDING CO.INC. BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

3. COFFEE HOLDING CO.INC. SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

4. COFFEE HOLDING CO.INC. FINANCIAL ANALYSIS

- 4.1. Financial Statements
- 4.1.1. Income Statement
- 4.1.2. Balance Sheet
- 4.1.3. Cash Flow
- 4.2. Financial Ratios
- 4.2.1. Profitability
- 4.2.2. Margin Analysis



- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

5. COFFEE HOLDING CO.INC. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. Coffee Holding Co.Inc. Direct Competitors
- 5.2. Comparison of Coffee Holding Co.Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Coffee Holding Co.Inc. and Direct Competitors Stock Charts
- 5.4. Coffee Holding Co.Inc. Industry Analysis
- 5.4.1. Food and Beverages Industry Snapshot
- 5.4.2. Coffee Holding Co.Inc. Industry Position Analysis

6. COFFEE HOLDING CO.INC. NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

7. COFFEE HOLDING CO.INC. EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. COFFEE HOLDING CO.INC. ENHANCED SWOT ANALYSIS²

9. UNITED STATES PESTEL ANALYSIS²

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors



10. COFFEE HOLDING CO.INC. IFE, EFE, IE MATRICES²

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

11. COFFEE HOLDING CO.INC. PORTER FIVE FORCES ANALYSIS²

12. COFFEE HOLDING CO.INC. VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

Coffee Holding Co.Inc. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit

Profit Margin Chart Operating Margin Chart Return on Equity (ROE) Chart Return on Assets (ROA) Chart Debt to Equity Chart Current Ratio Chart Coffee Holding Co.Inc. 1-year Stock Charts Coffee Holding Co.Inc. 5-year Stock Charts Coffee Holding Co.Inc. vs. Main Indexes 1-year Stock Chart Coffee Holding Co.Inc. vs. Direct Competitors 1-year Stock Charts Coffee Holding Co.Inc. Article Density Chart

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.



List Of Tables

LIST OF TABLES

Coffee Holding Co.Inc. Key Facts Profitability Management Effectiveness Income Statement Key Figures **Balance Sheet Key Figures Cash Flow Statement Key Figures Financial Performance Abbreviation Guide** Coffee Holding Co.Inc. Key Executives Coffee Holding Co.Inc. Major Shareholders Coffee Holding Co.Inc. History Coffee Holding Co.Inc. Products Revenues by Segment Revenues by Region Coffee Holding Co.Inc. Offices and Representations Coffee Holding Co.Inc. SWOT Analysis Yearly Income Statement Including Trends Income Statement Latest 4 Quarters Including Trends Yearly Balance Sheet Including Trends Balance Sheet Latest 4 Quarters Including Trends Yearly Cash Flow Including Trends Cash Flow Latest 4 Quarters Including Trends Coffee Holding Co.Inc. Profitability Ratios Margin Analysis Ratios Asset Turnover Ratios **Credit Ratios** Long-Term Solvency Ratios Financial Ratios Growth Over Prior Year Coffee Holding Co.Inc. Capital Market Snapshot Coffee Holding Co.Inc. Direct Competitors Key Facts **Direct Competitors Profitability Ratios Direct Competitors Margin Analysis Ratios Direct Competitors Asset Turnover Ratios Direct Competitors Credit Ratios Direct Competitors Long-Term Solvency Ratios** Food and Beverages Industry Statistics



Coffee Holding Co.Inc. Industry Position Company vs. Industry Income Statement Analysis Company vs. Industry Balance Sheet Analysis Company vs. Industry Cash Flow Analysis Company vs. Industry Ratios Comparison Coffee Holding Co.Inc. Consensus Recommendations¹ Analyst Recommendation Summary¹ Price Target Summary¹ Experts Recommendation Trends¹ Revenue Estimates Analysis¹ Earnings Estimates Analysis¹ Historical Surprises¹ Revenue Estimates Trend¹ Earnings Estimates Trend¹ Earnings Estimates Trend¹ Revenue Revisions¹



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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