

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

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Abstracts

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

The report contains detailed information about Collective 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 Collective 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 Collective 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 Collective 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 Collective Brands, Inc. business.

About Collective Brands, Inc.

Collective Brands, Inc. engages in the wholesale and retail of footwear and related accessories worldwide. The company consists of three lines of business: Payless ShoeSource (Payless), Collective Brands Performance + Lifestyle Group (PLG), and Collective Licensing (CLI).

Payless is a footwear specialty retailer in the Western Hemisphere. PLG is a provider of iconic performance and lifestyle brands and markets products for adults and children under brand names, including Saucony, Sperry Top-Sider, Keds and Stride Rite. CLI is a brand development and licensing company that specializes in building, launching, and licensing brands focused on the youth lifestyle market, including Airwalk, Above the Rim, Vision Street Wear, Sims and Lamar.

Segments

The company operates business in four segments: Payless Domestic, Payless International, PLG Wholesale and PLG Retail. As of December 31, 2009, the company operated a total of 4,833 retail stores. This was comprised of 3,827 in the Payless Domestic segment, 643 stores in the Payless International segment, and 363 stores in the PLG Retail segment.

The Payless Domestic segment is comprised primarily of domestic retail stores under the Payless ShoeSource name, as well as the company's sourcing unit, and Collective Licensing.

The Payless International segment is comprised of international retail stores under the Payless ShoeSource name in Canada, the South American Region, the Central American Region, Puerto Rico, and the U.S. Virgin Islands as well as the franchising arrangements under the Payless ShoeSource name.

The PLG Wholesale segment consists of PLG's global wholesale operations as well as dealer operations.

The PLG Retail reporting segment consists of PLG's owned Stride Rite Children's stores and Stride Rite Outlet stores.

Business

Payless ShoeSource retail stores in the United States, Canada, the Caribbean, Central America, and South America sold approximately 140 million pairs of footwear and 40 million units of accessories through 500 million customer visits during 2009.

Payless ShoeSource stores sell footwear, including athletic, casual and dress shoes, sandals, work and fashion boots, slippers, and accessories such as handbags, jewelry, and hosiery. Payless ShoeSource stores offer fashionable, branded, and private label footwear and accessories for women, children, and men in a self-selection shopping format. Its stores feature mainstream and designer footwear brands including Airwalk, American Eagle, Champion, Christian Siriano for Payless, Dexter, and Lela Rose for Payless.

The company also operates payless.com where customers buy products on-line and store associates order products for customers that are not sold in all of its stores. As of December 31, 2009, each Payless ShoeSource store stocked on average approximately 6,700 pairs of footwear.

Competition

Payless Domestic: The company's competitors include DSW, Famous Footwear, J.C. Penney, Kohl's, Macy's, Marshall's, Ross Stores, Target, TJ Maxx, and Wal-Mart.

Payless International: The company's main competitors are Sears Canada, SportChek, Walmart Canada, and Zellers. In Latin America, the company competes with Adoc and MD. In Colombia, its main competitors are Bata, Bosi, and Spring Step.

PLG Wholesale: The company's significant competitors by brand include Asics, Cole Haan, Converse, Geox, Brooks, Ecco, Vans, Lelli Kelly, Mizuno, Geox, Merrell, New Balance, Rockport, Morgan and Milo, Nike, Sebago, Naturino, Timberland, Nike, Pedipeds, Primigi, Reebok, and Skechers.

History

Collective Brands, Inc. was founded in 1956.

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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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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