

# Dakotah, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Dakotah, 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 Dakotah, Inc. and its competitors. This provides our Clients with a clear understanding of Dakotah, Inc. position in the Industry.

The report contains detailed information about Dakotah, 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 Dakotah, 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 Dakotah, 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 Dakotah, 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 Dakotah, Inc. business.

### **About Dakotah, Inc.**

Dakotah Incorporated (the Company or Dakotah) was founded in 1971. The Company designs, manufactures and markets textile home fashion furnishings which are both functional and decorative. The Company's principal products are decorative pillows, throws (polyester fleece and cotton), blankets, bedding ensembles and other home accessory products such as footstools, chair pads and table linens. It markets its products (primarily under the Dakotah® and Polarfleece® names and various licensed names) to a broad range of major retailers, including department stores, specialty retailers, mass merchandisers and mail order houses, both domestic and international. Showrooms for the Company's products, which support sales, are located across the country in New York, Atlanta, Chicago, Denver and Seattle.

### **Products**

**Decorative Pillows and Chair Pads:** The Company offers a wide variety of decorative pillows in over 500 styles ranging from basic solid-colored pillows to high-fashion embellished tapestry and velvet pillows. Decorative pillows vary in size, are manufactured in various fabric blends and are filled with 100% polyester or a polyester/cotton blend fiberfill.

The Company's chair pad product line consists of 25 different designs for chair pads

and 4 different designs for rocker sets. Rocker sets consist of pads plus coordinated backs for the chairs. Many of the same fabrics selected by the Company for its decorative pillows are used to make chair pads.

**Throws:** The Company sells both cotton and polyester throws. The Company's line of cotton throws consists of approximately 50 different designs and is produced by non-affiliated manufacturers. The Polarfleece® product group consists of 25 solid colors in the classic Polarfleece® line, 17 solid colors in the Polarfleece® Wide Wale line, 25 solid colors in the Dakotah® Luxe™ line, 9 styles in the Polarfleece® Plus™ line, and 20 various prints or yarn-dyed patterns. Polarfleece® is a non-pill polyester fleece fabric. To satisfy certain discount customers, the Company also offers a low-pill fleece throw.

**Blankets and Bedding Ensembles:** The Company offers a variety of blankets consisting primarily of the Polarfleece® and Dakotah® Luxe™ lines of fabric in a number of different color schemes. The Company's bedding ensembles include a line of over 40 different duvets (comforter covers) and coverlets which slip over a comforter like a pillowcase and fasten at the end, offering consumers a quick and easy way to change bedroom decor without the expense of replacing the comforter. The target market for the Company's duvet covers is upscale retailers, including specialty retailers, department stores and mail order houses.

**Other Products:** The Company's other products include table linens, footstools, stuffed bears and accessories. The Company's table linen products consist of a coordinated line of placemats and napkins. This line consists of 50 different designs. The stuffed bear line is comprised of two sizes of stuffed polar bears designed from the Polarfleece® logo used by Malden Mills. The Company sells these bears to retailers as a promotion to enhance sales of the entire line of Polarfleece® products.

The other products category also includes wall art, miscellaneous low volume products and fabric sold by the yard. Many of these other products utilize the same fabrics as are used to make decorative pillows, chair pads and table linens or are coordinated with the designs for such products.

### Licensed Products

The Company's products are marketed under the Dakotah® name and various licensed names including Polarfleece®, Dakotah® Luxe™, Harley-Davidson®, upscale Disney® Licenses, Mickey & Co.®, and Baby Mickey & Co.®, Elvis Presley®, Roy Rogers®, and

Currier & Ives®.

### New Product Introductions

In December 1993, the Company introduced Harley-Davidson® pillows, together with a line of jacquard-woven throws and other accessory products.

At the October 1994 Home Textile Market, the Company introduced its Elvis Presley® line of products.

At the April 1995 Home Textile Market, the Company introduced its Polarfleece® and Campbell's Soup® line of products.

At the October 1995 Home Textile Market, the Company introduced its Polarfleece® collegiate licensed and outdoor furniture line of products.

At the April 1996 Home Textile Market, the Company introduced its new line of Polarfleece® blankets.

At the October 1996 Home Textile Market, the Company introduced Dakotah® Luxe™, a new line of luxurious microfiber throws, pillows, bedcoverings and accessories and a new line of pillows, throws and bedcoverings with the Disney® licenses, Mickey and Co.® and Baby Mickey and Co.®.

At the April 1997 Home Textile Market, the Company introduced its new line of Home-Knit™ throws and pillows.

At the October 1997 Home Textile Market, the Company introduced its Polarfleece® Wide Wale line of throws, blankets and bedding ensembles along with a new line of coordinated bedding ensembles and window treatments.

### Sales and Marketing

Virtually all of the Company's products are sold directly to the retail trade. The company sells its products in Atlanta, Chicago, Denver, and Seattle. In 1996, the Company began selling its products in Canada and Europe, and in 1997, began developing sales in Japan, and to a lesser degree in other countries.

The Company's primary customers are department stores, specialty retailers, mass

merchandisers and mail order houses in the United States.

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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## 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?

## I would like to order

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