

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

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## Abstracts

Danier Leather 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 Danier Leather Inc. and its competitors. This provides our Clients with a clear understanding of Danier Leather Inc. position in the [Clothing, Textiles and Accessories](#) Industry.

The report contains detailed information about Danier Leather 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 Danier Leather 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 Danier Leather 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 Danier Leather 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 Danier Leather Inc. business.

### **About Danier Leather Inc.**

Danier Leather Inc. (Danier or the Company) was incorporated under the Business Corporations Act (Ontario) in 1972 and amalgamated with Leather Attic Shops Limited in 1985. Danier is a major Canadian integrated designer, manufacturer and retailer of high quality, fashion leather and suede apparel. All of the Company's garments are designed by its Toronto based design team which monitors the fashion industry closely, referring to fashion trends in fabrics other than leather and suede, including wool, cotton and silk, and interpreting the styles for leather and suede applications.

Garments are produced at one of the Company's two Canadian manufacturing facilities or by overseas sub-contractors working, in most cases, with on-site Danier supervisory personnel, in each case using high quality skins sourced from Europe, Asia and New Zealand. The Company's merchandise is marketed exclusively under the well-known Danier brand name and is available at the Company's 98 shopping mall, streetfront stores and power centres in Canada and the United States and on-line at its danier.com website.

### **Merchandise**

The Company's line of merchandise is updated throughout the year. At the beginning of

each season, Danier introduces the following collections:

#### Danier Collection

Danier Collection is a line of clothing items, including outerwear, sportswear and evening wear, manufactured from high quality European and New Zealand sourced lamb leather, calf suede, cow hide and pig skin leathers and suedes.

#### Danier Luxe Collection

Danier Luxe Collection is a sophisticated, high-end line of garments with designs inspired by and based on couture fashion trends. This collection is produced from Danier's European lambskin leather and suede.

#### Danier Coordinates

Danier Coordinates a selection of wool sweaters and casual cotton or nylon shirts designed and manufactured under the Danier label to complement Danier's leather and suede garments.

#### Danier Accessories

Danier Accessories is a line of fashionable leather purses, wallets, gloves, portfolios, briefcases, travel and business accessories. Each of Danier's seasonal collections includes a range of fashion sportswear and outerwear for women and men. Danier's current customer base consists primarily of value oriented, fashion conscious women and men, aged 35 to 54, with middle to upper household incomes. Danier's customer base includes women and men aged 18 to 34 and 55 and over in the same income bracket.

#### Retail Operations

As at June 28, 2003 Danier operated 53 shopping mall stores, three street-front stores and 39 power centre stores across Canada and three stores in the United States, for a total of 98 retail locations.

#### Danier Mall and Street-Front Stores

Danier's 56 Canadian mall stores, three Canadian street-front locations and three mall

stores in the United States comprise a total of 117,927 square feet and average approximately 2,000 square feet per store. Locations are found in British Columbia (11), Alberta (5), Saskatchewan (1), Manitoba (2), Ontario (26), Québec (9), Nova Scotia (1), New Brunswick (1), New York (2) and New Jersey (1).

### Danier Power Centres

Danier's 39 power centres comprise a total of 251,235 square feet, with individual locations ranging in size from 4,000 to 10,000 square feet and averaging approximately 6,400 square feet. Locations are found in British Columbia (4), Alberta (4), Manitoba (3), Ontario (19), Québec (6), Nova Scotia (1), New Brunswick (1) and Newfoundland (1).

### Danier.com Website

Recognizing the ability of the Internet to expand Danier's customer base within Canada and the United States, as well as internationally, Danier launched its danier.com website in 1999. The website has received orders from customers located throughout Canada and the United States, including Hawaii, and in Ireland, Scotland, Sweden, the Netherlands, Japan, Taiwan, Singapore and Australia.

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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