

Delta Apparel Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Delta Apparel 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 Delta Apparel 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 Delta Apparel 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 Delta Apparel 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 Delta Apparel Inc. business.

About Delta Apparel Inc.

Delta Apparel, Inc. engages in the design, manufacture, sourcing, and marketing of branded and private label activewear apparel and headwear in the United States and internationally.

Segments

The company operates its business in two segments, Retail-Ready and Activewear.

The Retail-Ready segment comprises its business units primarily focused on specialized apparel garments and headwear to meet consumer preferences and fashion trends and includes its Soffe, Junkfood, To The Game, and Art Gun businesses. These branded embellished and unembellished products are sold through specialty and boutique shops, upscale and traditional department stores, mid-tier retailers, sporting goods stores, college bookstores, and to the U.S. military. The company has an international presence with its Junkfood products in Canada, Europe, Asia, and Australia.

The Activewear segment comprises its business units primarily focused on garment styles that are characterized by low fashion risk and includes its Delta Catalog and

FunTees businesses. Within the Delta Catalog business, the company markets, distributes, and manufactures unembellished knit apparel under the brands of Delta Pro Weight, Delta Magnum Weight, Quail Hollow, Healthknit, and FunTees. These products are primarily sold to screen printing and ad specialty companies. The company also manufactures products under private labels for retailers, corporate industry programs, sports licensed apparel marketers, and major branded sportswear companies. Typically these products are sold decorated and ready for the retail shelf. The majority of the private label goods are sold through the FunTees business.

Products

The company sells various casual and athletic products for men, women, juniors, youth, and children's at a range of price points through distribution channels for these types of goods.

The company markets specialized fashion apparel garments and headwear under its primary brands of Soffe, Intensity Athletics, Junk Food, and The Game, as well as other labels. Soffe designs and markets shorts, t-shirts, performance and fleece apparel in various colors and sizes for guys, girls and kids. It also provides sports team uniforms under Intensity Athletics and performance products to support team dealers and sporting goods stores. The company's Junk Food product line includes vintage licensed apparel for juniors, mens, boys, and children. It brings Junk Food merchandise to market with original designs and new licenses. The addition of To The Game, the company expanded the product offering to include headwear marketed primarily under The Game. It is also a licensor for Realtree Outfitters and Realtree Girl, introducing these lifestyle apparel brands to the outdoors and sporting goods retail marketplace.

The company's Delta products are offered in a range of colors available in 6-month infant to adult sizes approximately 4X. The Pro Weight line represents a selection of mid-weight, cotton silhouettes in a color selection, including its new heathered color offerings. The Magnum Weight line is designed to give its customers various silhouettes in a heavier-weight, cotton fabric. The Quail Hollow line features styles developed specifically for ladies, juniors, and girls. The company can also outfit infants with its Healthknit snap tee available in sizes up to 24 months. Through FunTees, the company designs, markets, and manufactures private label custom knit t-shirts primarily to major branded sportswear companies. The company offers its customers various packaging services.

Acquisitions

In June 2010, the company acquired HPM Apparel, Inc. doing business as The Cotton Exchange, which designs and markets decorated casual apparel to college bookstores, the U.S. military and other retail accounts.

In December 2009, the company acquired the net assets of Art Gun Technologies, LLC. Through its technology, Art Gun provides shoppers the ability to choose a basic garment and design a graphic to create a customized product.

Suppliers

The company has a supply agreement with Parkdale America, LLC.

History

Delta Apparel, Inc. was founded in 1999.

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.
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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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