

Destination Maternity Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Destination Maternity Corporation 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 Destination Maternity Corporation and its competitors. This provides our Clients with a clear understanding of Destination Maternity Corporation position in the [Retail](#) Industry.

The report contains detailed information about Destination Maternity Corporation 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 Destination Maternity Corporation. 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 Destination Maternity Corporation 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 Destination Maternity Corporation 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 Destination Maternity Corporation business.

About Destination Maternity Corporation

Destination Maternity Corporation engages in the design and retail of maternity apparel in the United States.

Operations

As of September 30, 2010, the company operated 1,725 retail locations, including 698 stores in all 50 states, Puerto Rico, Guam, and Canada; and 1,027 leased departments located within department stores and baby specialty stores throughout the United States. It also provides maternity apparel to Kohl's, which operates approximately 1,089 stores throughout the United States.

The company operates its 698 stores under 3 retail nameplates: Motherhood Maternity, A Pea in the Pod, and Destination Maternity. In addition to its stores, it operates maternity apparel departments within retailers, such as Sears, Kmart, Macy's, Bloomingdale's, Babies 'R' Us, Boscov's, and Gordmans. As of September 30, 2010, the company had 31 international franchised locations, consisted of 8 stores in the Middle East operated under 1 of its retail nameplates, and 23 shop-in-shop locations in India.

The company has a company branded department operated under the Mom & Me retail nameplate owned by its India franchise partner. It also sells merchandise on the Internet, primarily through DestinationMaternity.com and its various brand-specific Websites. It operates 36 Motherhood stores in Canada and a Motherhood website under a Canadian URL (MotherhoodCanada.ca). As of September 30, 2010, there was eight of its franchise stores operated in the Middle East and its merchandise was offered in 23 Mom & Me stores in India.

Merchandise Brands

Motherhood Maternity: The company's Motherhood Maternity brand serves the value-priced portion of the maternity apparel business. As of September 30, 2010, the company operated 567 Motherhood Maternity stores.

A Pea in the Pod: The company's A Pea in the Pod brand serves both the medium-priced portion and, through its A Pea in the Pod Collection line, the luxury portion of the maternity apparel business. As of September 30, 2010, the company had 56 A Pea in the Pod stores,

Two Hearts Maternity by Destination Maternity: The company's Two Hearts Maternity by Destination Maternity collection re-launched at approximately 600 Sears and Kmart locations throughout the United States through a leased department relationship. In 2010, the company completed the expansion into 217 additional Sears and Kmart locations. This collection delivers the latest in career and casual sportswear, as well as dresses, swimwear, lingerie, and nursing-friendly sleepwear. As of September 30, 2010, the company had 75 destination maternity stores, including 49 destination maternity combo stores and 26 destination maternity superstores.

Oh Baby by Motherhood. The company's Oh Baby by Motherhood collection was launched at Kohl's stores throughout the United States and on Kohls.com. The collection features a modern assortment of quality fashions. As of September 30, 2010, Kohl's operated approximately 1,089 stores throughout the United States.

International: The company operates 36 Motherhood stores in Canada and a Motherhood Website under a Canadian URL (MotherhoodCanada.ca).

Competition

The company's competitors include retailers, such as Gap, JCPenney, Old Navy,

Target, and Wal-Mart.

History

The company was founded in 1980. It was formerly known as Mothers Work, Inc. and changed its name to Destination Maternity Corporation in 2008.

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.

The complete financial data is available for publicly traded companies.

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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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