

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

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## Abstracts

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

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

### **About DineEquity, Inc.**

DineEquity Inc. develops, franchises, and operates full-service restaurant chains in the United States and internationally. It owns and operates two restaurant concepts in the casual dining and family dining niches under the Applebee's Neighborhood Grill and Bar (Applebee's) and International House of Pancakes (IHOP) brand names.

#### Restaurant Concepts

The company operates two restaurant concepts: Applebee's and IHOP.

#### Applebee's

The franchise operations segment consists of 1,609 restaurants operated by Applebee's franchisees in the United States, one U.S. territory and 15 countries outside of the United States. The restaurant operations segment consists of 398 company-operated restaurants in the United States and one company-operated restaurant in China.

The company develops, franchises, and operates restaurants in the bar and grill segment of the casual dining category of the restaurant industry under the name 'Applebee's Neighborhood Grill & Bar.' As of December 31, 2009, franchisees operated

1,609 of these restaurants and 399 restaurants were company-operated. The restaurants were located in 49 states, 16 countries outside of the United States and 1 U.S. territory.

**Franchising:** The company has 73 franchise groups, including 31 international franchisees. The company's franchisees operate Applebee's restaurants in 49 states in the United States, 15 countries outside of the United States and 1 U.S. territory. The company has assigned development rights to the majority of domestic areas in all states except Hawaii and the company-operated markets. As of December 31, 2009, there were 1,470 domestic franchise restaurants.

**International Franchising:** The company focuses on international franchising primarily in Canada, Mexico, Central and South America, and the Mediterranean/Middle East. The company has 31 international franchisees. As of December 31, 2009, these franchisees operated 139 Applebee's restaurants.

**Company-Operated Restaurants:** In 2009, the company franchised seven company-owned restaurants in the New Mexico market. As of December 31, 2009, its company-operated Applebee's restaurants were located in the following areas: New England (includes Maine, Massachusetts, New Hampshire, New York, Rhode Island and Vermont); Detroit/Southern Michigan; Minneapolis/St. Paul, Minnesota; Virginia; St. Louis, Missouri/Illinois; Kansas City, Missouri/Kansas; Washington, D.C. (includes Maryland and Virginia); Central Missouri/Kansas/Arkansas; Memphis, Tennessee; and Shanghai, China

## IHOP

The franchise operations segment consists of 1,443 restaurants operated by IHOP franchisees and area licensees in the United States, two U.S. territories and two countries outside of the U.S. The company's restaurant operations segment consists of 12 company-operated restaurants in the United States and one restaurant reacquired from a franchisee that was operated by IHOP on a temporary basis until refranchised on January 4, 2010.

The company develops, franchises, and operates restaurants in the family dining category of the restaurant industry under the names 'IHOP' and 'International House of Pancakes.' As of December 31, 2009, there were approximately 1,456 IHOP restaurants of which 1,279 were subject to franchise agreements, 164 were subject to area license agreements, and 13 were company-operated restaurants. The company

owns and operates ten IHOP restaurants in the Cincinnati market primarily for testing new menu items and operational or procedural systems and for other research and development purposes. The company also operates two IHOP Café restaurants, a new, non-traditional format under evaluation for possible additional development. IHOP restaurants are located in all 50 states of the United States, in the District of Columbia, and internationally in Canada, Mexico, Puerto Rico, and the U.S. Virgin Islands.

**Company-Operated Restaurants:** Company-operated IHOP restaurants are essentially consisted of its IHOP-owned restaurants in the Cincinnati, Ohio market. As of December 31, 2009, there were approximately 13 company-operated restaurants, 10 of which were located in the Cincinnati market, 2 of which were IHOP Cafés, and 1 was a former franchise restaurant being operated temporarily that was refranchised in January 2010.

## Competition

Applebee's competes in the casual dining segment against national and multi-state operators, such as Chili's, T.G.I. Friday's, and Ruby Tuesday.

IHOP competes in the family dining segment against national and multi-state operators, such as Denny's, Cracker Barrel Old Country Store, Bob Evans Restaurants, and Perkins Restaurant and Bakery.

## History

DineEquity, Inc. was founded in 1976. The company was formerly known as IHOP Corp. and changed its name to DineEquity, Inc. in June 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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## 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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