

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

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## Abstracts

Dorel Industries 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 Dorel Industries Inc. and its competitors. This provides our Clients with a clear understanding of Dorel Industries Inc. position in the [Appliances and Furniture](#) Industry.

The report contains detailed information about Dorel Industries 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 Dorel Industries 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 Dorel Industries 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 Dorel Industries 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 Dorel Industries Inc. business.

### **About Dorel Industries Inc.**

Dorel Industries Inc. engages in the design, manufacture, sourcing, marketing, and distribution of a range of consumer products primarily in the United States, Canada, and Europe.

#### Segments

The company operates in three segments: Juvenile Products Segment; Recreational / Leisure Segment; and Home Furnishings Segment.

#### Juvenile Products Segment

The Juvenile Products Segment engages in the design, sourcing, manufacturing and distribution of children's furniture and accessories which include infant car seats, strollers, high chairs, toddler beds, cribs, playpens, swings and infant health and safety aids. The Juvenile segment operates in North America, Europe and Australia. In North America, the majority of juvenile sales are made to mass merchants, department stores and hardware/home centres.

Dorel Distribution Canada is located in Montreal, Quebec and sells to customers

throughout Canada. The principal brand names in North America are Cosco, Safety 1st, Maxi-Cosi and Quinny.

Dorel Europe's sales and/or distribution subsidiaries are located in Italy, Spain, the United Kingdom, Germany, Belgium and Switzerland. In Europe, products are marketed under the brand names Bebe Confort, Maxi-Cosi, Quinny, Monbebe, Babideal, Baby Relax and Safety 1st.

In Australia, the company is the majority shareholder in IGC Dorel (IGC), which manufactures and distributes its products under various local brands, the primary of which are Bertini and Mother's Choice. Dorel Asia sells cribs and other juvenile furniture to various retailers in North America.

**Competition:** The company identifies competition from Graco (a part of the Newell Group of companies); Evenflo Company Inc.; Britax; Peg Perego; Chicco; Bugaboo; and Jane.

#### Recreational / Leisure Segment

The Recreational / Leisure Segment engages in the design, sourcing and distribution of recreational and leisure products and accessories which include bicycles, bicycle trailers, jogging strollers, scooters, bicycling and running footwear, and other recreational products. It sells bicycles in the Asia-Pacific; Europe; and North America.

The bicycle business is divided into two distinct divisions to delineate the business between mass merchant customers and the Independent Bike Dealer (IBD) network of smaller bicycle stores. The IBD retail channel is serviced by the Cannondale Sports Group (CSG) which focuses on this category with the brands Cannondale, SUGOI, GT and others. Pacific Cycle has a focus on mass merchant customers, principally with the Schwinn and Mongoose brands used on bicycles, parts and accessories. An apparel and footwear group (AFG) is run under the SUGOI and sales are made through the bicycle IBD's, various sporting good chains and specialty running stores.

In North America, Recreational / Leisure segment has significant operations in Vancouver, British Columbia and Bedford, Pennsylvania. In addition, distribution centers are located in California and Illinois. Global operations include locations in the Netherlands, Switzerland, Australia and Japan.

**Competition:** The company's principal competitors include Huffy, Dynacraft, Trek, Giant,

Specialized, Scott, and Raleigh. AFG competes with such brands as Nike, Pearl Izumi, Adidas, among others, as well as some of the bicycle brands.

## Home Furnishings Segment

The Home Furnishings Segment engages in the design, sourcing, manufacturing and distribution of ready-to-assemble furniture and home furnishings which include metal folding furniture, futons, step stools, ladders and other imported furniture items. It manufactures ready-to-assemble (RTA) furniture in North America.

The company's home furnishings segment consists of five operating divisions. They are Ameriwood Industries (Ameriwood), Altra Furniture (Altra), Cosco Home & Office (Cosco), Dorel Home Products (DHP) and Dorel Asia. Ameriwood specializes in domestically manufactured RTA furniture. Ameriwood's manufacturing and distribution facilities are located in Tiffin, Ohio, Dowagiac, Michigan, and Cornwall, Ontario. Altra Furniture is also located in Wright City, Missouri and designs and imports furniture mainly within the home entertainment and home office categories. Cosco is located in Columbus, Indiana and the majority of its sales are of metal folding furniture, step stools and specialty ladders. DHP, located in Montreal Quebec, manufactures futons and baby mattresses and imports futons, bunk beds and other accent furniture. Dorel Asia involves in sourcing upholstery and a range of finished goods from Asia for distribution throughout North America. The company markets its products under generic retail house brands, as well as under a range of branded product, including; Ameriwood, Altra, System Build, Ridgewood, Dorel Fine Furniture, and Cosco.

## Competition

The Dorel Home Furnishings segment has various competitors, including Sauder Mfg. in the RTA category; Mecos in the folding furniture category; and Werner in ladders.

## Acquisitions

In February 2008, the company acquired the outstanding shares of Cannondale Bicycle Corporation (Cannondale), a designer, developer and manufacturer of bicycles. The purchase also includes Sugoi Performance Apparel, located in Canada.

In June 2008, the company acquired the assets of PTI Sports, a U.S. designer, manufacturer and distributor of bicycle parts, helmets and other accessories

In January 2009, the company purchased all of the outstanding shares of Belgium-based BABY ART bvba, which markets baby products and accessories under the BABY ART and HOPPOP brands.

On January 1, 2010, Dorel Industries Inc. announced it has acquired assets of UK-based Hot Wheels and Circle Bikes, U.K.'s distributor of the Mongoose and GT brands.

## History

Dorel Industries, Inc. was founded in 1962.

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?

## I would like to order

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