

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

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## Abstracts

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

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

## **About Fossil, Inc.**

Fossil, Inc. engages in the design, development, marketing, and distribution of consumer fashion accessories worldwide.

### Products

The company's primary offerings include a line of men's and women's fashion watches and jewelry sold under proprietary and licensed brands, handbags, small leather goods, belts, sunglasses, footwear, cold weather accessories, and watches.

### Watch products

The company offers a line of fashion watches under its proprietary brands and, pursuant to license agreements under various other brands. Its proprietary brands include FOSSIL, MICHELE, RELIC, and ZODIAC. Its licensed brands include ADIDAS, BURBERRY, DIESEL, DKNY, EMPORIO ARMANI, MARC BY MARC JACOBS, and MICHAEL Michael Kors.

The company designs, markets, and arranges for the manufacture of watches and accessories on behalf of certain mass market retailers, companies and organizations as private label products or as premium and incentive items for use in various corporate

events.

## Fashion accessories

The company offers a line of fashion accessories for both men and women, including handbags, belts, small leather goods, jewelry and sunglasses. It has launched a line of cold weather accessories including hats, gloves and scarves under the FOSSIL brand, as well as a handbag collection under the Fossil FIFTY-FOUR brand name. Its small leather goods include items, such as mini-bags, coin purses, key chains and wallets. The company's jewelry lines include earrings, necklaces, rings and bracelets marketed under the EMPORIO ARMANI, DIESEL, DKNY, and FOSSIL brands.

FOSSIL jewelry is offered in base metal, stainless steel or sterling silver with natural and synthetic materials. DIESEL brand jewelry generally is offered in sterling silver or stainless steel with natural and synthetic materials. EMPORIO ARMANI brand jewelry is generally made of sterling silver, semi-precious stones or 18K gold. The company's DKNY brand jewelry is offered in primarily stainless steel with fashion accents. Its sunglass line features optical quality lenses in both plastic and metal frames, with classic and fashion styling. The company's cold weather accessories are made of blends consisting of natural yarns, such as cotton, wool, angora, and alpaca, as well as, man-made blends including acrylic, viscose, and nylon. The company sells fashion accessories through department store and specialty retail store customers, as well as, its own retail stores, [www.fossil.com](http://www.fossil.com), other internationally-owned websites and through its catalog operations.

## Apparel

The company offers a collection of FOSSIL brand apparel. The apparel collection is designed for both men and women and includes outerwear, tops, bottoms and tee shirts. As of January 2, 2010, the FOSSIL apparel collection is offered through 33 company-owned stores located in malls and retail locations in the U.S. The line is also available at [www.fossil.com](http://www.fossil.com) and through catalogs.

## Footwear

In late 2008, the company launched a men's footwear line, followed by a launch of a women's line in 2009. The footwear line includes sport court sneakers, authentic casuals, dress classics, and boots for men and flats, heels, wedges, and boots for women.

## Licensed Eyewear

The company is party to a license agreement with the Safilo Group for the manufacture, marketing and sale of optical frames under the FOSSIL and RELIC brands in the United States and Canada, which provides it royalty income based on a percentage of net sales and is subject to certain guaranteed minimum royalties.

## Sales and customers

Domestically, the company sells its products in retail locations in the United States through a distribution network that includes department stores, specialty retail locations, specialty watch and jewelry stores, mass market stores, the Internet and through its catalog. The company's department store customers include Neiman Marcus, Belk, Saks Fifth Avenue, Bloomingdales, Nordstrom, Macy's, Dillard's, JCPenney, Kohl's and Sears. It also sells certain of its watch and accessory products at company-owned FOSSIL retail stores and outlet stores located throughout the United States and through its Web site at [www.fossil.com](http://www.fossil.com). In addition, the company sells certain of its proprietary and licensed watch products, as well as upscale watch brands of other companies, such as Citizen and Swiss Army, at its company-owned Watch Station retail stores in the U.S. The company's apparel products are sold through select company-owned FOSSIL retail stores and through its Web site and catalog. Its products are also sold through retail locations in major airports in the United States and on cruise ships.

The company's foreign operations include a presence in Africa, Asia, Australia, Europe, Central and South America, Canada, the Caribbean, Mexico, and the Middle East. It maintains sales offices in Australia, Austria, Canada, China, Denmark, France, Germany, Hong Kong, India, Italy, Japan, Korea, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Singapore, Spain, Sweden, Switzerland, Taiwan, and the United Kingdom. Internationally, its products are sold to department stores and specialty retail stores in approximately 100 countries worldwide through 23 company-owned foreign sales subsidiaries, through a network of 59 independent distributors, through company-owned retail stores and Web sites and in independently owned or franchised authorized FOSSIL retail stores and kiosks in certain international markets.

## Competition

The company's watch business generally competes with a number of established manufacturers, importers and distributors in many of these segments, including,

Armitron, Citizen, Gucci, Guess?, Kenneth Cole, LVMH Group, Movado, Raymond Weil, Seiko, Swatch, Swiss Army, TAG Heuer, and Timex.

## History

Fossil, Inc. was founded in 1984.

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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