

# Funtastic Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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# Abstracts

Funtastic Ltd. 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 Funtastic Ltd. and its competitors. This provides our Clients with a clear understanding of Funtastic Ltd. position in the <u>Restaurants and Leisure</u> Industry.

The report contains detailed information about Funtastic Ltd. 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 Funtastic Ltd.. 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 Funtastic Ltd. financial analysis covers the income statement and ratio trendcharts 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 Funtastic Ltd. 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 Funtastic Ltd. business.

### About Funtastic Ltd.

Funtastic Ltd. (Funtastic) engages in the wholesale and distribution of children's products, including toys, bags, apparel, stationery, infant, and gift products; and with organic growth and acquisitions now also includes confectionery, footwear, hobby products, publishing, pet accessories and homeware products.

**Product Categories** 

### Funtastic Toys

Funtastic supplier of an array of products from simple bubble toys to highly sophisticated radio control vehicles. Products are distributed through all major retailers in Australia. Licensed products include classic brands like Spiderman and Hulk, as well as 'hot' toys such as the 2002 Toy of the Year, VJ Starz.

### Funtastic Apparel

Funtastic Apparel includes underwear, sleepwear, rainwear, swimwear and outerwear, Apparel. Licenses for Funtastic's rainwear range 'Klik' include Barbie, Thomas and Friends, Blues Clues and Winnie the Pooh.



### Funtastic Footwear

The division holds licensing rights for brands as Winnie the Pooh, Barbie, Bob the Builder, Thomas and Friends and others.

### Funtastic Publishing

Established in November 2001, Funtastic produces licensed character books and distributes book ranges from around the world. Its dedication to innovation is demonstrated by its acquisition of Colour 'N Sound. Colour 'N Sound uses patented T-Ink technology that allows the ink to transmit current.

### Funtastic Homewares

The homewares division began at JNH with the introduction of children's flip-out sofa. The division includes a range of licensed children's homewares, from manchester to lighting, wooden furniture and camping chairs. The homewares division has diversified into electrical products with vacuum cleaners trading under the name Piranha and a personal care range branded Jolie.

### JNH Toys

JNH sells a range of innovative and fun toys suitable for newborns through to teens. The brands include Thomas & Friends, Bob the Builder, Digimon, Zoids, MegaSketcher, Bratz, Power Rangers and Air Hogs. The Company had strategic partnerships, with internationally recognised companies including Tomy, Bandai, MGA, Basic Fun, Spinmaster, Taiyo Edge and Thinkway.

### **JNH** Confectionery

The JNH Confectionery division was born out of novelty confectionery with candy toys such as Pez. The brand portfolio includes adult branded confectionery such as Anthon Berg, Brown and Haley and Cavendish & Harvey. The division represents international brands, including Chupa Chups (novelty) Pez, Jelly Belly, Beacon and Warheads.

### Toy & Hobby Toys

The Company sells everything from innovative spy and activity products to speciality



children's educational toys. The Company has the distribution rights for Ertl diecast toys, with big licenses such as Bob the Builder and Thomas and Friends. They also sell the Revell brand of cars, boats and plane model kits.

### Funtastic Accessories

This division comprises a range of goods including bags, stationery and nursery, along with a range of food storage, microwaveable plasticware and melamine products. The Company has developed an exciting range of Barbie jewellery that includes a range of costume jewellery. Funtastic has licensed stationery and also holds a distribution agreement with JAKKS Pacific, a US distribution company, allowing it to market the Pentech range of stationery in Australia and Funtastic has exclusive distribution rights to TV's Dr Harry pet toys and accessories.

### JNH Nursery

The JNH Nursery division acquired Safety 1st brand in 1998. Safety 1st offers a range of feeding, bath time, health & hygiene products, gates walkers and bouncers. The Company also developed a range of Winnie the Pooh care and feeding products under the Safety 1st brand. Funtastic announced a new distribution arrangement with Medela Breastfeeding Pumps and accessories within its JNH Nursery division.

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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The complete financial data is available for publicly traded companies.

<sup>1 –</sup> Data availability depends on company's security policy.



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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 3×3 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.

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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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