

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

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## **Abstracts**

Gargoyles, 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 Gargoyles, Inc. and its competitors. This provides our Clients with a clear understanding of Gargoyles, Inc. position in the Industry.

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

### **About Gargoyles, Inc.**

Gargoyles Inc (the Company) was incorporated in the state of Washington in 1983. The company designs, assembles, markets and distributes a broad range of sunglasses and eyewear products. The Company's principal brands include Gargoyles Performance Eyewear, Gargoyles Protective Eyewear, Wrangler Eyewear, Hobie Polarized Sunglasses, Stussy EyeGear, Anarchy Eyewear, Angel Eyewear, Fusion Eyewear, Tomichi Studio and Private Eyes.

The Company operates both directly and through three wholly-owned subsidiaries: H.S.C., Inc., a Washington corporation (H.S.C.), Sungold Eyewear, Inc., a Washington corporation (Sungold), and Private Eyes Sunglass Corporation, also a Washington corporation (Private Eyes).

### **Products**

#### **Gargoyles Performance Eyewear Brand Sunglasses**

Gargoyles Performance Eyewear is positioned as premium performance eyewear for men and women. Gargoyles products combine proprietary optical technology and polycarbonate lenses with technical mirroring and coating processes and durable,

contemporary frames to satisfy the demand of consumers with active outdoor lifestyles. Suggested retail prices for the 12 styles in the Gargoyles Performance Eyewear collection. In 1999, Gargoyles introduced its American Lifestyle Collection. This collection is comprised of 9 styles with the same high-performance features of other Gargoyles products with eight-base, distortion-free, polycarbonate lenses.

### Gargoyles Protection Eyewear

Gargoyles also offers a line of protective eyewear under its Gargoyles Protective Eyewear collection. There are two styles in the Gargoyles Protective Eyewear line, both of which are clear, polycarbonate versions of Gargoyles' Classic style, and a slightly smaller version of the Classic known as the '85's. In 1997, Gargoyles introduced a line of Gargoyles Protective Safety Eyewear, which includes styles, which pass ANSI Z87.1 standards, and are, therefore, approved for use in industrial applications. Gargoyles Protective Eyewear also offers a line of accessories including side shields and Rx inserts, for consumers who require prescription eyewear. All protective eyewear styles have toric curved lenses.

### Hobie Polarized Sunglasses Brand Sunglasses

The Company's Hobie Polarized Sunglasses brand sunglasses are designed and assembled by Gargoyles' subsidiary, H.S.C. All of the Company's Hobie brand sunglasses are positioned as premium sunglasses for men and women and all styles have polarized lenses. Polarized lenses are designed to eliminate glare more effectively than regular lenses. In addition, in response to the needs of aging consumers with active outdoor lifestyles, almost all Hobie Polarized Sunglasses styles are available with prescription polarized lenses. Hobie Polarized Sunglasses offers 29 styles.

### Stussy Eye gear Brand Sunglasses

Stussy Eye gear is designed and distributed by Gargoyles' subsidiary, Sungold, under a license agreement with Stussy, Inc. The roots of the design of the Stussy Eye gear products are in the surfer beaches of Laguna Beach, California with the edge of the urban street. Stussy Eye gear is designed for the young consumer aged 18 to 35 who lives a "cool" lifestyle. Stussy Eye gear offers 23 styles.

### Anarchy and Angel Eyewear Brand Sunglasses

Anarchy and Angel Eyewear are designed for the young consumer aged 18 to 29.

Anarchy Eyewear is designed for young men who want to escape from the norm.

#### Moderate-Priced and Private Label Products

Sungold designs and distributes a line of moderate-priced sunglass products under the name Fusion which are sold in chain stores and specialty retailers. Sungold also produces private label products. Currently, Sungold is producing a line of private label sunglass products for a number of customers including the Gap and Old Navy.

#### Wrangler Eyewear

In summer 2000, Gargoyles will launch a line of wrangler eyewear. Wrangler Eyewear is designed for the western lifestyle consumer and middle-America consumer aged 24 to 51.

#### Private Eyes Brand Accessories and Tomichi Studio Brand Sunglasses

Gargoyles' subsidiary, Private Eyes, designs and distributes eyewear accessories under its Private Eyes brand and a line of sunglasses and readers under the Company's Tomichi Studio brand. The Private Eyes and Tomichi Studio products are designed for women and are marketed through department stores and optical and specialty chain stores.

#### Principal Customer

Sunglass Hut, the Company's major customer.

#### Competition

The Company competes with a number of established companies, including Luxottica Group S.P.A and Oakley, Inc. In the polarized sunglass segment, the Company competes against Maui Jim and Costa del Mar brands.

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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