

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

<https://marketpublishers.com/r/GE8E540465FBEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: GE8E540465FBEN

## Abstracts

Genesco 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 Genesco Inc. and its competitors. This provides our Clients with a clear understanding of Genesco Inc. position in the [Retail](#) Industry.

The report contains detailed information about Genesco 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 Genesco 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 Genesco 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 Genesco 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 Genesco Inc. business.

### **About Genesco Inc.**

Genesco Inc. operates as a retailer of branded footwear and licensed and branded headwear, as well as a wholesaler of branded footwear.

### **Segments**

As of January 30, 2010, the company operated five segments, including Journeys Group, Underground Station Group, Hat World Group, Johnston & Murphy Group, and Licensed Brands.

The company also designs, sources, markets and distributes footwear under its own Johnston & Murphy brand and under the licensed Dockers brand to approximately 900 retail accounts in the United States, including department, discount, and specialty stores.

### **Journeys Group**

The Journeys Group segment includes Journeys, Journeys Kidz and Shi by Journeys retail stores, catalog and e-commerce operations. As of January 30, 2010, Journeys Group operated 1,025 stores, including 150 Journeys Kidz stores and 56 Shi by Journeys stores, averaging approximately 1,875 square feet, throughout the United

States and in Puerto Rico, selling footwear for young men, women and children.

Journeys stores target customers in the 13-22 year age group through the use of youth-oriented decor and music videos. Journeys stores carry predominately branded merchandise across a range of prices. The Journeys Kidz retail footwear stores sell footwear primarily for younger children ages five to 12. Shi by Journeys retail footwear stores sell footwear and accessories to a target customer group consisting of fashion-conscious women in their early 20's to mid 30's.

#### Underground Station Group

The Underground Station Group segment includes Underground Station and the remaining Jarman retail stores. As of January 30, 2010, Underground Station Group operated 170 stores, including 161 Underground Station stores, averaging approximately 1,800 square feet, throughout the United States, selling footwear and accessories primarily for men and women in the 20-35 age group and in the urban market. Underground Station stores are located primarily in urban markets.

#### Hat World Group

The Hat World Group segment include Hat World, Lids, Hat Shack, Hat Zone, Head Quarters, Cap Connection, Lids Locker Room retail stores and Internet sales, Sports Fan-Attic retail stores, the Impact Sports, and Great Plains Sports team dealer businesses. As of January 30, 2010, Hat World Group operated 921 stores, averaging approximately 900 square feet, throughout the United States, and in Puerto Rico and Canada.

In general, the stores offer headwear from an assortment of college, MLB, NBA, NFL and NHL teams, as well as other specialty fashion categories. Sports Fan-Attic stores, acquired in 2009, located in malls primarily in the southeastern the United States, target sports fans of all ages. These stores offer headwear, apparel, accessories and novelties from an assortment of college and professional teams.

#### Johnston & Murphy Group

The Johnston & Murphy Group segment include retail stores, catalog and Internet sales and wholesale distribution. All of the Johnston & Murphy wholesale sales are of the Genesco-owned Johnston & Murphy brand and approximately 98% of the group's retail sales are of Johnston & Murphy branded products.

**Johnston & Murphy Retail Operations:** As of January 30, 2010, Johnston & Murphy operated 160 retail shops and factory stores throughout the United States averaging approximately 1,700 square feet and selling footwear, luggage and accessories primarily for men, targeting business and professional customers. Johnston & Murphy offers a line of women's footwear and accessories in select Johnston & Murphy retail shops. Johnston & Murphy retail shops are located primarily in better malls nationwide and in airports and sell a range of men's dress and casual footwear and accessories. The company also sells Johnston & Murphy products directly to consumers through a direct mail catalog and an e-commerce Web site.

**Johnston & Murphy Wholesale Operations:** In addition to Company-owned Johnston & Murphy retail shops and factory stores, Johnston & Murphy men's footwear is sold at wholesale, primarily to department and independent specialty stores. Johnston & Murphy's wholesale customers offer the brand's footwear for dress, dress casual, and casual occasions.

### Licensed Brands

The Licensed Brands segment includes all of the licensed brands of footwear marketed under the Dockers brand. Dockers footwear is marketed to men aged 30-55 through national retail chains that carry Dockers slacks and sportswear and in department and specialty stores across the country.

### History

Genesco Inc. was founded in 1924.

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.

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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?

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