

# **Golden Books Family Entertainment, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

Golden Books Family Entertainment, 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 Golden Books Family Entertainment, Inc. and its competitors. This provides our Clients with a clear understanding of Golden Books Family Entertainment, Inc. position in the Industry.

The report contains detailed information about Golden Books Family Entertainment, 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 Golden Books Family Entertainment, 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 Golden Books Family Entertainment, 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 Golden Books Family Entertainment, 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 Golden Books Family Entertainment, Inc. business.

### **About Golden Books Family Entertainment, Inc.**

Golden Books Family Entertainment, Inc. publishes, produces, licenses and markets an extensive range of children's books and family related entertainment products. The Company has two business segments, which it operates primarily through its principal operating subsidiary, Golden Books Publishing Company, Inc. (Golden Books Publishing): Consumer Products, which includes its Children's Publishing division, including internet operations and Entertainment, which operates as the Golden Books Entertainment Group (GBEG) division.

#### **Consumer Products**

**Children's Publishing:** The Company is a publisher of children's books in the North American retail market and has published its flagship product line, Little Golden Books, for over 50 years. The Children's Publishing division produces storybooks, coloring/activity books, puzzles, educational workbooks, reference books, novelty books and chapter books. The products of the Children's Publishing division utilize both owned characters, such as The Poky Little Puppy and characters licensed by the Company

from third parties.

Significant licenses that the Company currently holds include Mattel-Barbie, Nintendo-Pokemon, Warner Bros.- Powerpuff Girls, Scooby-Doo, Cartoon Network, Originals, Mercer Mayer-Little Critters, Nickelodeon-Blue's Clues, Rug Rats, SpongeBob SquarePants, Hit Entertainment-Bob the Builder, Sirius Thinking-Between the Lions and Hasbro-Candyland, Monopoly.

The Children's Publishing division's products have traditionally been designed primarily for children up to age seven and have been distributed mainly through mass market channels. The Company also sells children's products through bookstores and other retailers, special markets and international channels.

The Children's Publishing products fall into three broad categories: Classic, education and reference, and trade and novelty products.

**Classic Products:** The Company's Classic category of products consists of storybooks and coloring/activity books and related products.

Storybooks are published principally under the Golden Books, Little Golden Books and Golden Look Look trademarks. In addition to storybooks in the foregoing formats, the Company also publishes paperback books and touch and feel books for babies, including Pat the Bunny.

Coloring/activity books and related products include coloring books, paint books, sticker books, paper doll books, and crayons and boxed activity products. The Company markets these products under the Golden Books and Merrigold Press trademarks.

The Company's coloring/activity books and related products generally are designed to be appropriate for children ages three to five and are designed to encourage age-appropriate activities, particularly the development of artistic and motor skills. They contain less thematic material than the Company's storybooks and focus primarily on images and scenes utilizing licensed or owned characters.

**Education and Reference Products:** The Company's education and reference products consist of Road to Reading, workbooks, flashcards and reference books. The Company's workbook and flashcard products have retail price points between \$2.00 and \$3.50 and its Road to Reading books have retail price points between \$4.00 and \$5.00. All such products are sold primarily through mass-market outlets, although the

Company continues to take advantage of sales opportunities for these products through bookstores, specialty retail and special markets distribution channels.

Trade and Novelty Products: The Company's current product offerings in this category consist of hardcover storybooks, flap books, pop-up books, book plus products, multiple format books and treasuries. Most products in this category are in the \$5.00 to \$15.00 retail price range and are primarily distributed through bookstores, specialty retail stores and special markets.

## Competition

The company's principal competitors include Random House, Scholastic, Simon & Schuster, Harper Collins, School Zone and Publications International.

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.

The complete financial data is available for publicly traded companies.

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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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