

Green Mountain Coffee Roasters Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Green Mountain Coffee Roasters 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 Green Mountain Coffee Roasters Inc. and its competitors. This provides our Clients with a clear understanding of Green Mountain Coffee Roasters Inc. position in the [Food and Beverages](#) Industry.

The report contains detailed information about Green Mountain Coffee Roasters 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 Green Mountain Coffee Roasters 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 Green Mountain Coffee Roasters 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 Green Mountain Coffee Roasters 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 Green Mountain Coffee Roasters Inc. business.

About Green Mountain Coffee Roasters Inc.

Green Mountain Coffee Roasters, Inc. engages in specialty coffee and coffee maker businesses in the United States and internationally.

Segments

The company manages its operations through two business segments, Specialty Coffee business unit (SCBU) and Keurig business unit (Keurig).

SCBU

SCBU sources, produces, and sells approximately 200 varieties of coffee, cocoa, teas, and other beverages in K-Cup portion packs and coffee in traditional packaging, including whole bean and ground coffee selections in bags and ground coffee in fractional packs, for use both at-home (AH) and away-from-home (AFH). These varieties are sold primarily in North American wholesale channels, including supermarkets and convenience stores, in restaurants and hospitality, to office coffee distributor and directly to consumers via its Web site, greenmountaincoffee.com. In

addition, SCBU sells Keurig single-cup brewers and other accessories directly to consumers and to supermarkets. Brands that are packaged and sold by SCBU include Barista Prima; Cafe Escapes; Caribou Coffee; Celestial Seasonings; Coffee People; Diedrich; Donut House; Emeril's; Gloria Jean's; Green Mountain Coffee; Green Mountain Naturals; Kahlua; Newman's Own Organics; Timothy's; Tully's; and revv.

Keurig

Keurig, a manufacturer of gourmet single-cup brewing systems, targets its premium patented single-cup brewing systems for use both AH and AFH, mainly in North America. Keurig sells AH single-cup brewers, accessories and coffee, tea, cocoa, and other beverages in K-Cup portion packs produced by SCBU and other licensed roasters to retailers by principally processing its sales orders through fulfillment entities for the AH channels. Keurig sells AFH single-cup brewers to distributors for use in offices. Keurig also sells AH brewers, AFH brewers, and K-Cup portion packs directly to consumers via its Web site, www.keurig.com. Keurig has partnered with Twinings (for tea) and The J.M. Smucker Company (for coffee) to offer their respective brands of tea or coffee in K-Cup portion packs under the Twinings, Folgers Gourmet Selections, and Millstone brands.

Products

Coffee: The company offers Arabica bean coffee, including single-origin, Fair Trade Certified, organic, flavored, limited edition, and proprietary blends. Its coffee comes in various package types, including bagged (whole bean and ground), fractional packages (for food service and office environments), and single-cup Keurig K-Cup portion packs. In 2010, the company introduced revv and revv Pulse, two new K-Cup portion packs targeting consumers of energy drinks.

Tea: The company has a licensing agreement with Celestial Seasonings to produce Celestial Seasonings branded teas and Perfect Iced Tea in K-Cup portion packs. In September 2010, the company introduced its tea offering in a K-Cup portion pack made with paper.

Other Beverages: In addition to coffee and tea, the company also produces and sells apple cider, cocoa, and other dairy-based beverages in K-Cup portion packs, including chai latte and mocha varieties.

Brewers: The company also sells coffee makers and single-cup brewing systems.

Under the Keurig brand name, it offers various brewers that are differentiated by channel and size for the AFH channel, and by features of the brewer for the AH channel. Keurig also offers a selection of brewers for the hospitality, wholesale club, and consumer direct channels. In addition, Keurig maintains license agreements under which licensees (Breville Group Limited selling a 'Breville' branded brewer; Jarden, Inc. selling a 'Mr. Coffee' branded brewer, and Conair, Inc. selling a 'Cuisinart' branded brewer) manufacture, market, and sell coffee makers co-branded with Keurig-brewing technology.

Accessories: The company offers various accessories for the Keurig single-cup brewing system, including K-Cup portion pack storage racks and baskets, a My K-Cup reusable cartridge, and brewer carrying cases. It also sells other coffee-related equipment and accessories, gift assortments, hand-crafted items from coffee-source countries and Vermont, and gourmet food items covering a range of price points. These products are sold to consumers directly and through retail channels.

Competition

The company competes against sellers of specialty coffee, including Dunkin' Brands, Inc., Peet's Coffee & Tea, Inc., and Starbucks Corporation. When selling direct to consumers, it competes with roasters, such as Gevalia, a division of Kraft Foods, Inc., as well as with other direct mail companies. In foodservice, the company competes against private label roasters, as well as brands, such as Seattle's Best Coffee and Starbucks.

Through Keurig, the company also competes against sellers of coffeemakers, including companies that produce traditional pot-brewed coffeemakers, such as Bunn-O-Matic Corporation; Mars, Inc. (through its FLAVIA unit); Conair, Inc.; Jarden Corporation; Phillips Electronics NV; and Robert Bosch GmbH. The company also competes within the single-cup segment of the coffeemaker industry with Mars, Inc.; Nestle S.A.; Philips Electronics NV; Sara Lee Corporation; Robert Bosch GmbH; and Kraft Foods, Inc.

History

Green Mountain Coffee Roasters, Inc. was founded in 1981.

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?

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