

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

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## Abstracts

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

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

## **About Hasbro Inc.**

Hasbro, Inc. offers children's and family leisure time products and services with a portfolio of brands and entertainment properties. The company also offers toys, games, and licensed products, from traditional to high-tech and digital, under various brand names.

The company's offerings encompass various games, including traditional board, card, hand-held electronic, trading card, role-playing and DVD games, as well as electronic learning aids and puzzles. Its toy offerings include boys' action figures, vehicles and playsets, girls' toys, electronic toys, plush products, preschool toys and infant products, electronic interactive products, creative play, and toy related specialty products. In addition, the company licenses certain of its trademarks, characters, and other property rights to third parties for use in connection with digital gaming, consumer promotions, and for the sale of non-competing toys and games and non-toy products.

## **Segments**

The company operates in three segments: U.S. and Canada; International; and Entertainment and Licensing.

### **U.S. and Canada**

This segment engages in the marketing and sale of its product categories in the United States and Canada.

### International

The International segment engages in the marketing and sale of its product categories to retailers and wholesalers in various countries in Europe, the Asia Pacific, and Latin and South America. It has operations in Brazil, China, Russia, the Czech Republic, Romania, and Korea.

### Entertainment and Licensing

The Entertainment and Licensing segment includes its lifestyle licensing, digital licensing, movie, television, and online entertainment operations. The company's lifestyle licensing category seeks to promote its brands through the out-licensing of its intellectual properties to third parties for promotional and merchandising uses in businesses which do not compete directly with its own product offerings, such as apparel, publishing, home goods, and electronics.

The company's digital licensing category seeks to promote its brands through the out-licensing of its intellectual properties in the digital area, such as for applications on mobile phones, personal computers, and video game consoles. This is primarily done through its long-term strategic alliance with Electronic Arts Inc. (EA), which provides EA with the worldwide rights to create digital games for these major platforms based on most of its toy and game intellectual properties.

In 2009 the company purchased a 50% interest in a joint venture with Discovery Communications, Inc. (Discovery). This joint venture operates a television network in the United States allocated to children's and family entertainment and educational programming. The company also has a long-term strategic relationship with Universal Pictures to produce approximately three motion pictures based on certain of its core brands, with an option to produce two additional movies.

### Product Categories

The company markets its brands under the following primary product categories: boys' toys; games and puzzles; girls' toys; and preschool toys.

The company's boys' toys category includes a range of core brand offerings such as TRANSFORMERS and G.I. JOE action figures and accessories, NERF sports and action products, as well as entertainment-based licensed products based on movie, television and comic book characters, such as STAR WARS and MARVEL toys and accessories. In 2009, sales in its boys' toys category also benefited from major motion picture releases of TRANSFORMERS: REVENGE OF THE FALLEN, and G.I. JOE: THE RISE OF COBRA. In addition, STAR WARS, SPIDER-MAN and TRANSFORMERS products were each supported by animated television series. In addition to marketing and developing action figures and accessories for traditional play, the company also develops and markets products designed for collectors, which has been a key component of the success of the STAR WARS brand. Other key boys' brands include TONKA and SUPERSOAKER.

The company's games and puzzles category includes various brands, including MILTON BRADLEY, PARKER BROTHERS, TRIVIAL PURSUIT, CRANIUM, AVALON HILL, and WIZARDS OF THE COAST. These brand portfolios consist of an assortment of games for children, tweens, families, and adults. Core game brands include MONOPOLY, BATTLESHIP, GAME OF LIFE, SCRABBLE, CHUTES AND LADDERS, CANDY LAND, TROUBLE, MOUSETRAP, OPERATION, HUNGRY HUNGRY HIPPOS, CONNECT FOUR, TWISTER, YAHTZEE, CRANIUM, JENGA, SIMON, CLUE, SORRY!, RISK, BOGGLE, TRIVIAL PURSUIT, GUESS WHO?, and BOP IT!, as well as a line of puzzles for children and adults, including the BIG BEN and CROXLEY lines of puzzles. WIZARDS OF THE COAST offers trading card and role-playing games, including MAGIC: THE GATHERING, DUEL MASTERS and DUNGEONS & DRAGONS.

In its girls' toys category, the company's girls' toy brands include LITTLEST PET SHOP, MY LITTLE PONY, FURREAL FRIENDS, BABY ALIVE and STRAWBERRY SHORTCAKE.

The company's preschool toys category encompasses a range of products for infants and preschoolers in the various stages of development. Its preschool products include a portfolio of core brands marketed primarily under the PLAYSKOOL trademark. The PLAYSKOOL line includes such products as MR. POTATO HEAD, WEEBLES, SIT 'N SPIN and GLOWORM, along with a line of infant toys, including STEP START WALK N' RIDE, 2-IN-1 TUMMY TIME GYM, and BUSY BALL POPPER. In addition, its preschool category also includes certain TONKA lines of trucks and interactive toys and the PLAY-DOH brand. The company has entered into an agreement with Sesame Workshop that provides it with the licensed rights to produce products based upon the SESAME

STREET portfolio of characters, including ELMO, BIG BIRD, and COOKIE MONSTER.

## Customers

The company's products are sold nationally and internationally to a spectrum of customers, including wholesalers, distributors, chain stores, discount stores, mail order houses, catalog stores, department stores and other traditional retailers, large and small, as well as Internet-based 'e-tailers'. Its major customers include Wal-Mart Stores, Inc.; Target Corporation; and Toys "R" Us, Inc.

## History

Hasbro, Inc. was founded in 1923.

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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