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

https://marketpublishers.com/r/HD69D6ECF6DBEN.html
Date: April 2024
Pages: 50
Price: US$ 499.00 (Single User License)
ID: HD69D6ECF6DBEN

Abstracts

Heelys, 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 Heelys, Inc. and its competitors. This provides our Clients with a clear understanding of Heelys, Inc. position in the Clothing, Textiles and Accessories Industry.

The report contains detailed information about Heelys, 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 Heelys, 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 Heelys, 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

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company’s decision-making processes.

In the part that describes Heelys, 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 Heelys, Inc. business.

About Heelys, Inc.

Heelys, Inc. designs, markets, and distributes action sports-inspired products under the HEELYS brand to the youth market in the United States and internationally.

Products

The company’s primary product, HEELYS-wheeled footwear, is dual-purpose footwear that incorporates a removable wheel in the heel. HEELYS-wheeled footwear is offered in approximately 20 styles. It offers a line of HEELYS-wheeled footwear twice each year for the spring/summer selling season and the back-to-school / holiday selling seasons. HEELYS-wheeled footwear can be classified into the following three categories:

Single-Wheel: The company’s single-wheel HEELYS-wheeled footwear has one detachable wheel and is available in various sizes for men, women and children. In addition to offering standard styles, the company collaborates with certain of its retail customers to develop HEELYS-wheeled footwear styles that these retail customers have the rights to sell.

Two-Wheel: The company’s two-wheel HEELYS-wheeled footwear includes two detachable wheels, are designed for novice users and are offered in children's sizes. The two-wheel HEELYS-wheeled footwear has been sold primarily to its distributor in

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Japan.

Grind-and-Roll: Grind-and-roll HEELYS-wheeled footwear represents its major category and is preferred by enthusiasts seeking a challenging and exciting action sports experience. This category features a single detachable wheel and a patented, hard nylon plate in the arch, enabling the consumer to slide, or ‘grind,’ on hand railings and other similar surfaces. Consumers can use its grind-and-roll HEELYS-wheeled footwear to perform distinctive maneuvers.

Sales

The company sells its products domestically directly to retail customers and internationally through independent distributors.

Domestic Sales: The company's products are sold through retail customers, including various full-line sporting goods retailers, specialty apparel and footwear retailers, select department stores, family footwear stores, and select online retailers. The Sports Authority, Academy, JCPenney, Big 5, Modell's, Skechers, Journeys, Famous Footwear, Shoe Carnival, Zappos.com, and Amazon.com are its domestic retail customers.

International Sales: As of December 31, 2009, the company offered its products internationally through 31 independent distributors.

Customers

The company's major customers include AG Corporation and Oxylane Group.

History

The company was incorporated in 2000 as Heeling, Inc. and changed its name to Heelys, Inc. in 2006.

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 3×3 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.

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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

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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

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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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