

Independence Brewing Company Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Independence Brewing Company 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 Independence Brewing Company and its competitors. This provides our Clients with a clear understanding of Independence Brewing Company position in the Industry.

The report contains detailed information about Independence Brewing Company 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 Independence Brewing Company. 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 Independence Brewing Company 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 Independence Brewing Company 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 Independence Brewing Company business.

About Independence Brewing Company

Independence Brewing Company produces preservative-free craft-brewed ales, lagers, porters and seasonal beers in the United States. The Company's products are marketed under the Independence label. The Company produces seven products: three styles of beer which are offered year-round, Independence Ale, Independence Gold and Independence Franklifest; and four which are seasonal beers: Independence William's Winter Warmer (winter); Independence Uncle E\$B (spring); Independence Betsy's Kristall Wheat (summer); Independence Thomas' Blonde Bock (fall). The Company brews, kegs and bottles its products at its brewery in Philadelphia, Pennsylvania for wholesale distribution generally by 20 independent wholesale distributors in seven states and the District of Columbia.

The Company's brewing equipment has the capacity to brew approximately 40,000 barrels per year, which is in part dependent on the style of beer produced. In 1997, the Company installed a new bottling line in that it increased its bottling capacity to 150 bottles per minute. For the year ended December 31, 1998, the Company produced approximately 9,200 barrels.

Products

The Company produces a variety of unpasteurized full-flavored craft beers using traditional European brewing methods which do not employ any cereal adjuncts, syrups, sugars, additives or preservatives. The Company brews its beers using two row malts, specialty roasted malts, imported and domestic hops, cultured ale or lager yeast strains and other natural ingredients.

The Company produces ten products, four of which are seasonal brands and each of which has its own distinctive combination of flavor, color and clarity. The Company's product offerings consist of:

Independence Ale: A pale ale with both English and American influences, Independence Ale is light amber in color due to the recipe's specialty malts. This ale is made from two row malt and four specialty malts, plus a touch of wheat, and three varieties of hops. It is full-bodied and has a hoppy flavor with a dry nutty finish.

Independence Gold: Independence Gold has a golden color and a full-bodied taste resulting from four distinctive malts. This beer has three different kinds of hops which results in a clean, crisp finish.

Independence Franklifest: Independence Franklifest, the Company's version of a traditional Marzen style lager/Octoberfest, is light copper in color and has a malt sweetness. Rich, creamy and full bodied, Franklifest is brewed with seven different malts and three varieties of imported and domestic hops, as well as authentic Bavarian lager yeast.

Independence William's Winter Warmer: This strong traditional English style ale employs both English & American malt and hops and has a high alcohol content to warm up as the air turns colder. Even though it is immensely potent it still has a soft, smooth, taste. The Winter seasonal has a sweet toffee flavor with a malty texture and a deep bronze color.

Independence Uncle E\$B: Spring Seasonal. A traditional Extra Special bitter with two-row English malts and a variety of specialty malts is hopped with authentic East Kent Goldings and Fuggles. It has a rich, malty flavor with a sweet finish. The E\$B is a robust brew with a sienna copper color and medium body.

Independence Betsy's Kristall Wheat: Betsy's Kristall Wheat is light in body, has a high carbonation with fruity/spicy overtones, and hints of clove and banana. The presence of unmalted wheat also improves the head retention of this flavorful brew.

Independence Thomas's Blonde Bock: It is full bodied and has a distinct malt and hop presence with a deep gold color.

In addition, the Company produces beer under the Nittnany Ale, Gravity, and Blue Hen names.

Competition

The Company competes primarily with Dock Street Brewing Company, Red Bell Brewing Company, Stoudt's Brewing Company, Lancaster Malt Brewing Company, Weyerbacher Brewing Company, Victory Brewing Company, Heineken, Amstel, Yeungling, Miller, Anheuser-Busch, Coors and Stroh.

History

Independence Brewing Company was incorporated in Pennsylvania in 1994.

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.
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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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