

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

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Abstracts

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

The report contains detailed information about JAKKS Pacific, 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 JAKKS Pacific, 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 JAKKS Pacific, 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 JAKKS Pacific, 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 JAKKS Pacific, Inc. business.

About JAKKS Pacific, Inc.

JAKKS Pacific, Inc. designs, produces, markets and distributes toys and related products, writing instruments and related products, pet toys, consumables and related products, electronics and related products, kids indoor and outdoor furniture, and other consumer products.

Products

Traditional Toys

Electronics Products: The company's electronic products category includes its Plug It In & Play TV Games, EyeClops Bionic Eye products and Laser Challenge product lines. Its Plug It In & Play TV Games titles include licenses from Namco, Disney, Marve and Nickelodeon, and feature such games as SpongeBob SquarePants, Big Buck Hunter Pro, Dora the Explorer, Disney Princess, Ms. Pac-Man, and Pac-Man.

The company releases new Plug It In & Play TV Games titles for the pre-school and leisure gamer segments, including Wheel of Fortune, Price Is Right, Deal or No Deal, Jeopardy, and Star Wars.

Wheels Division Products: The company's extreme sports offerings include its MXS line of motorcycles with riders and other vehicles include GX cars, off-road vehicles and skateboards, which are sold individually and with playsets and accessories. The company offers motorized and plastic toy vehicles and accessories.

Action Figures and Accessories: The company has a toy license with the WWE pursuant to which it had the right, until December 31, 2009, to develop and market a line of toy products based on the WWE professional wrestlers.

The company also develops, manufactures, and distributes other action figures and action figure accessories including those based on the animated series Pokemon. In 2009, it launched a line of action figures and accessories based on Ultimate Fighting Championship.

Role-play and Dress-up Products: The company's line of role-play and dress-up products for boys and girls features entertainment and consumer products properties such as Disney Princess, Disney Fairies, Sesame Street, Hannah Montana, Dora the Explorer and Black & Decker.

Infant and Pre-school Toys: The company's pre-school toys include plush and electronic toys based on The Wiggles and Barney licenses and more, some branded under Child Guidance and others under Play Along.

Dolls: Dolls include fashion and mini dolls and related accessories based on Cabbage Patch Kids, Hannah Montana, The Cheetah Girls, Puppy in My Pocket and Friends, Taylor Swift and Disney Princess and Fairies dolls and private label fashion dolls for other retailers and sold to Disney Stores and Disney Parks and Resorts.

Seasonal/ Outdoor Products: The company has a range of seasonal toys and outdoor and leisure products. Its Go Fly A Kite product line includes youth and adult kites and a range of decorative flags, windsocks, and windwheels. The company's Funnoodle pool toys include the basic Funnoodle pool floats and a variety of other pool toys.

Baby Dolls and Baby Doll Pretend Play Accessories: The company has a line of licensed baby dolls and baby doll pretend play accessories based on Graco, Fischer-Price, Disney Princess, and other known brands.

Indoor and Outdoor Kids' Furniture: The company produces licensed indoor and outdoor kids' furniture, with a portfolio which includes baby dolls and accessories and

room decor. Its licensed portfolio includes character licenses, including Disney Princesses, Toy Story, Mickey Mouse, SpongeBob Squarepants, Dora the Explorer, Batman and others, as well as licenses new to JAKKS' portfolio. Products include children's puzzle furniture, tables and chairs to activity sets, trays, stools and more.

Halloween and Everyday Costume Play: The company produces a line of Halloween costumes and accessories with which includes non-licensed Halloween costumes based on everything from horror, pirates, historical figures and aliens to animals, vampires, angels and more, as well as licensed characters from top intellectual property owners including Disney, Hasbro, Marvel, Sesame Workshop, and Mattel.

Craft, Activity and Writing Products: The company markets products into the toy activity category which contain a range of activities, such as food play, make and paint your own characters, jewelry making, art studios, posters, puzzles and other projects. Its product lines also include stationery, back-to-school and office pens, pencils, markers, notebooks and craft products, such as Blopens and Vivid Velvet activities. These products are primarily marketed under its Flying Colors and Pentech brands, in addition to various private label and other brands.

Pet Products

The company offers pet toys, treats, beds, clothes and related pet products. These products are marketed under JAKKS Pets and licenses include American Kennel Club and The Cat Fanciers' Association, as well as various other entertainment and consumer product properties.

World Wrestling Entertainment Video Games

The company has a joint venture with THQ Inc., a developer, publisher and distributor of interactive entertainment software for the hardware game platforms in the home video game market. The joint venture entered into a license agreement with the WWE under which it acquired the worldwide right to publish WWE video games on all hardware platforms. THQ arranges for the manufacture of the CD-ROMs and game cartridges used in the various video game platforms under non-exclusive licenses with Sony, Nintendo, and Microsoft.

Sales

Outside of the United States, the company sells its products primarily in Europe,

Australia, Canada, Latin America, and Asia.

Customers

The company's customers include Wal-Mart, Target, and Toys 'R' Us.

Competition

In each of its product lines the company competes against one or both of the toy industry's two dominant companies, Mattel and Hasbro. In addition, it competes in its Flying Colors and Pentech product categories, with Mega Brands (Rose Art), Hasbro (Play-its toy vehicle lines, with RC2).

History

JAKKS Pacific, Inc. was founded in 1995.

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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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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