

# Jo-Ann Stores, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Jo-Ann Stores, 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 Jo-Ann Stores, Inc. and its competitors. This provides our Clients with a clear understanding of Jo-Ann Stores, Inc. position in the Industry.

The report contains detailed information about Jo-Ann Stores, 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 Jo-Ann Stores, 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 Jo-Ann Stores, 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 Jo-Ann Stores, 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 Jo-Ann Stores, Inc. business.

### **About Jo-Ann Stores, Inc.**

Jo-Ann Stores, Inc. is a specialty retailer of fabrics. The company also is a specialty retailer of crafts, serving customers in their pursuit of apparel and craft sewing, crafting, home decorating and other activities. The company's retail stores (operating as Jo-Ann Fabric and Craft stores and Jo-Ann stores) and Web site ([www.Joann.com](http://www.Joann.com)) feature various merchandise used in sewing, crafting and home decorating projects, including fabrics, notions, crafts, frames, paper crafting material, artificial floral, home accents, finished seasonal, and home décor merchandise.

As of January 30, 2010, the company operated 746 stores in 48 states (518 small-format stores and 228 large-format stores). The company's small-format stores offer a selection of fabric and an assortment of crafts, artificial floral, and finished seasonal and home décor merchandise.

### **Sewing**

The company offers an assortment of fabrics and sewing accessories in both its small-format and large-format stores. The company's stores are organized in the following categories: for the convenience of the sewer: fashion and sportswear fabrics, used primarily in the construction of garments for the customer seeking a unique, fashion

forward look; special occasion fabrics used to construct evening wear, bridal and special occasion outfits; craft fabrics used primarily in the construction of quilts, craft and seasonal projects for the home; juvenile designs for the construction of garments, as well as blankets and décor accessories; fleece fabrics in both prints and solids used for the construction of sportswear, blankets and craft projects for the home; home decorating fabrics and accessories used in home related projects such as window treatments, furniture and bed coverings (in addition to the in-store assortment, the company offers a special order capability for additional designs); an array of notions, which represent items incidental to sewing-related projects — including cutting implements, threads, zippers, trims, tapes, pins, elastics, buttons and ribbons, as well as the patterns necessary for most sewing projects; and sewing-related accessories, including lighting, organizers and sewing machines.

### Non-sewing

The company offers an assortment of non-sewing merchandise for the creative enthusiast. The company's large-format stores offer an array of categories while its small-format stores, due to their smaller size, carry edited assortments of the items. The company offers the following non-sewing selections in its large-format stores: yarn and accessories, as well as needlecraft kits and supplies; paper crafting components, such as albums, papers, stickers, stamps and books used in the home based activities of scrapbooking and card making; craft materials, including items used for stenciling, jewelry making, decorative painting, wall décor, food crafting and kids crafting; fine art materials, including items such as pastels, water colors, oil paints, acrylics, easels, brushes, paper and canvas; an assortment of books and magazines to provide inspiration for its customer; framed art, photo albums and ready-made frames and full service in-store custom framing departments; floral products, including artificial flowers, dried flowers and artificial plants, sold separately or in ready-made floral arrangements and a selection of accessories essential for floral arranging and wreath making; and home décor accessories, including baskets, candles and accent collections designed to complement its home décor fashions.

The company's seasonal offerings span all product lines and include finished decorations, gifts and accessories that focus on holidays, as well as seasonal categories such as patio/garden.

### Competition

The company's stores compete with other specialty fabric and craft retailers and

selected mass merchants, including Wal-Mart. There are three companies that the company primarily competes with in the fabric and craft specialty retail industry, such as Hancock Fabrics, Inc.; Michaels Stores, Inc.; Hobby Lobby; and A.C. Moore Arts & Crafts, Inc.

## History

Jo-Ann Stores, Inc. was founded in 1943.

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.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. JO-ANN STORES, INC. COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

### **2. JO-ANN STORES, INC. BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. JO-ANN STORES, INC. SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. JO-ANN STORES, INC. FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. JO-ANN STORES, INC. COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Jo-Ann Stores, Inc. Direct Competitors
- 5.2. Comparison of Jo-Ann Stores, Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Jo-Ann Stores, Inc. and Direct Competitors Stock Charts
- 5.4. Jo-Ann Stores, Inc. Industry Analysis
  - 5.4.1. Industry Snapshot
  - 5.4.2. Jo-Ann Stores, Inc. Industry Position Analysis

## **6. JO-ANN STORES, INC. NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. JO-ANN STORES, INC. EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. JO-ANN STORES, INC. ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. UNITED STATES PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

## **10. JO-ANN STORES, INC. IFE, EFE, IE MATRICES<sup>2</sup>**

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

## **11. JO-ANN STORES, INC. PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. JO-ANN STORES, INC. VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

Jo-Ann Stores, Inc. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit  
Profit Margin Chart  
Operating Margin Chart  
Return on Equity (ROE) Chart  
Return on Assets (ROA) Chart  
Debt to Equity Chart  
Current Ratio Chart  
Jo-Ann Stores, Inc. 1-year Stock Charts  
Jo-Ann Stores, Inc. 5-year Stock Charts  
Jo-Ann Stores, Inc. vs. Main Indexes 1-year Stock Chart  
Jo-Ann Stores, Inc. vs. Direct Competitors 1-year Stock Charts  
Jo-Ann Stores, Inc. Article Density Chart

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.

## List Of Tables

### LIST OF TABLES

Jo-Ann Stores, Inc. Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Jo-Ann Stores, Inc. Key Executives  
Jo-Ann Stores, Inc. Major Shareholders  
Jo-Ann Stores, Inc. History  
Jo-Ann Stores, Inc. Products  
Revenues by Segment  
Revenues by Region  
Jo-Ann Stores, Inc. Offices and Representations  
Jo-Ann Stores, Inc. SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
Jo-Ann Stores, Inc. Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Jo-Ann Stores, Inc. Capital Market Snapshot  
Jo-Ann Stores, Inc. Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Industry Statistics



Jo-Ann Stores, Inc. Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
Jo-Ann Stores, Inc. Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## 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?

## I would like to order

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