

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

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Abstracts

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

The report contains detailed information about LeapFrog Enterprises 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 LeapFrog Enterprises 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 LeapFrog Enterprises 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 LeapFrog Enterprises 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 LeapFrog Enterprises Inc. business.

About LeapFrog Enterprises Inc.

LeapFrog Enterprises, Inc. engages in the design, development, and marketing of technology-based learning platforms and related proprietary content for infants through age twelve, both at home and in schools worldwide. The company's product portfolio consists of learning toys, interactive reading systems, educational gaming systems, and software-based book and game content.

The company developed various learning platforms, including the Leapster Learning Game System and Tag and Tag Junior Reading Systems that support a library of software titles. The company created approximately 340 interactive software titles, covering subjects, such as phonics, reading, writing, and math. Its products are available in four languages and are sold internationally through retailers, distributors, directly to consumers via the leapfrog.com Web-store, and directly to schools.

Segments

The company operates through two segments: the United States and International.

United States: The United States segment is responsible for the development, design,

marketing, and sale of products, primarily through retail channels and through Website in the United States. The company markets and sells its products directly to national and regional mass-market and specialty retailers and other retail stores, distributors, and directly through sales representatives. The company also sells its products through its online store and other Internet-based channels. This segment offers its products to Wal-Mart, Toys 'R' Us and Target.

International: The International segment is responsible for the localization, marketing and sales of the company's products originally developed for the United States, sold primarily in retail channels outside of the United States. The company markets and sells its products to retailers outside the United States primarily through various distribution arrangements. The company has sales offices in Canada, France, Mexico, and the United Kingdom, or U.K. The company also maintains various distribution and marketing arrangements in countries, such as Australia, Japan, Germany, and Korea. This segment offers its products to Toys 'R' Us and Wal-Mart.

Product Portfolio

Interactive Reading Systems

The company's Tag reading system, introduced worldwide in 2008 and designed for children ages four to eight, is a pen-based reading system. The Tag reading system focuses on fundamental reading skills and offers a library of 40 interactive software-based books featuring licensed characters, such as Dr. Seuss' Cat in the Hat, Disney Princess, and Nickelodeon's SpongeBob SquarePants, as well as internally-developed characters and content, such as its Learn to Read Series. The Tag reading system is Web-enabled and connects to the Learning Path.

The company's Tag Junior reading system was introduced worldwide in 2009 and is geared toward younger children ages two to four. The Tag Junior library includes 12 titles based on both licensed and internally-developed characters and content, including 1-2-3 Dora and ABC Animal Orchestra.

Educational Gaming Systems

The company's Educational Gaming System products are primarily for children ageing four to eight. These products embed learning skills into action-packed games often featuring licensed content.

The Leapster educational gaming system is a handheld device targeted at four to eight year olds, with a multi-directional control pad and a touch-screen enabled by a built-in stylus. During 2008, the company introduced the Leapster platform, Leapster2. Leapster2 is a Web-connected version of Leapster that is integrated with the Learning Path. The company's library of approximately 40 Leapster software titles, including licensed titles, such as Disney Fairies and Star Wars, as well as its internally developed bestseller Pet Pals, is compatible with both Leapster and Leapster2.

The company expanded its educational gaming line in 2008 with the introduction of the Didj custom gaming system, or Didj. The Didj platform is a Web-connected handheld device that allows for customization of curriculum and game play. Didj has higher resolution graphics than the Leapster platform, and is

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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