

# Lion Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Lion Corporation 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 Lion Corporation and its competitors. This provides our Clients with a clear understanding of Lion Corporation position in the [Consumer Products](#) Industry.

The report contains detailed information about Lion Corporation 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 Lion Corporation. 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 Lion Corporation 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 Lion Corporation 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 Lion Corporation business.

## **About Lion Corporation**

Lion Corp engages in the fields of cleaning, health care and beauty care. The Company engages in the development, manufacturing and sales of a wide-range of products, including personal care and household products, in Japan and other Asian nations. The Company's business activities comprise mainly the following four segments: Home Products, Pharmaceutical Products, Food Products, and Chemicals.

### **Home Products**

Home Products is Lion's core business, which generates nearly 75% of its net sales. Lion offers products in 50 categories. In this household products market, the company engages in three business fields: Oral Care Products such as toothpaste's and toothbrushes, Beauty Care Products such as shampoos and body washes, and Household Products such as laundry and dishwashing detergents.

### **Pharmaceutical Products**

Japan's pharmaceutical market is a ¥6 trillion market, making up 19% of world sales; it is a huge market, ranking second in the world. Although the financial ailment of Japan's health-care system is bringing about the system's reform, which has led to the first

shrinking trend of the overall pharmaceutical market since the steady post-war expansion. Sales from the Pharmaceutical Products Division today make up nearly 10% of Lion's net sales. In addition, the domain of the company's pharmaceutical products also includes items that can be purchased at convenience stores and other general retailers.

## Food Products

The Company manufactures and sells McCormick-brand spices and salad dressings through Lion's joint venture with the American-based No.1 spice maker in the world, and rank third in Japan's Western style spice market and second in the non-emulsified salad-dressing market. The Company also imports and sells Lee Kum Kee-brand products through Lion's affiliation with the No.1 Chinese seasoning manufacturer in Hong Kong, and rank second in Japan's market for oyster sauce, a Chinese basic seasoning. In addition to bringing flavor to the table at home, the company supplies food for the industrial market, including the restaurant industry, as well as sell food ingredients such as the remarkable palm-oil carotene that Lion developed through years of special research.

## Chemicals

As a chemicals manufacturer, the company provides a lineup of functional products such as surfactants, oleo-chemicals and carbon and its resin compounds to play a major part in solving problems facing Lion's corporate clients, including environmental issues. Unlike toothpaste and detergents that are highly visible in people's daily lives, Lion's industrial chemical products are supplied to industries in Japan and overseas to support needs mostly behind the scenes.

## History

Lion Corp was founded in 1891.

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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