

Magnotta Winery Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Magnotta Winery Corp. 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 Magnotta Winery Corp. and its competitors. This provides our Clients with a clear understanding of Magnotta Winery Corp. position in the [Food and Beverages](#) Industry.

The report contains detailed information about Magnotta Winery Corp. 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 Magnotta Winery Corp.. 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 Magnotta Winery Corp. 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 Magnotta Winery Corp. 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 Magnotta Winery Corp. business.

About Magnotta Winery Corp.

Magnotta Winery Corporation (Magnotta or the Company) was incorporated pursuant to the Business Corporations Act (Ontario) in 1988. Magnotta's subsidiaries, all of which are wholly-owned subsidiaries include: Magnotta Distillery Ltd., Magnotta Winery Estates Limited, Magnotta Wines Ltd., Magnotta Vineyards Ltd, Magnotta Cellars Corporation, Magnotta Vintners Ltd., Festa Juice Co. Ltd, Magnotta Brewery (Vaughan) Ltd. and Inversiones Magnotta Chile Limitada.

The Company produces wines from grapes grown on its 180-acre vineyards in the Niagara Peninsula and on its 351-acre vineyard in Chile's Maipo Valley. The entire 180 acres of vineyards in the Niagara Peninsula are planted with vinifera grapes for the production of wine. Grapes grown and harvested on these vineyards are used entirely by the Company for its operations. These vineyards are expected to reach full commercial production in fiscal 2004. The majority of the 351-acre vineyard in Chile's Maipo Valley in December 1996 was planted with young Merlot and Cabernet Sauvignon varietal vines at the time of purchase. The remaining 35 plantable acres were recently planted with Syrah vines, and are expected to reach full commercial production in the next few years. Quality grapes, juices and wines are also sourced from other growers in the Niagara Peninsula and from other countries around the world.

The Company currently produces over 120 varieties of wine, including specialty wines such as sparkling wines, ports, sherries, vermouths and Icewine. Some of the varieties of wines are made from 100% Ontario grapes and some have received the Vintners Quality Alliance (VQA) designation. The balance of the Company's wines are the product of a marrying which involves blending Ontario juices and wines (which the Company either grows from its vineyards, or purchases from Ontario growers) with wines and juices which the Company purchases from countries such as Argentina, Chile, Italy and the United States. Many of the Company's wines are packaged in a popular 750 ml bottle. Several of Magnotta's wines are also sold in 4, 8 and 16 litre bag-in-box packaging.

The Company includes Festa Juice, one of Ontario's largest producers and suppliers of mus to the home winemaker. Festa Juice has been expanding into Western Canada and the United States with its products.

The Company is also involved in the brewing and distilling businesses through Magnotta Brewery (Vaughan) Ltd. and Magnotta Distillery Ltd., respectively. Magnotta Brewery manufactures premium, craft-brewed beer under the product banner True North and Classic European. These beers are all natural products, made without the use of additives, preservatives or pasteurization. Presently, Magnotta's beer products are available through The Beer Store in Ontario.

Starting in fiscal 1997 and 1998, the Company began selling beer and spirits through its wholly owned-sub-sidiaries Magnotta Brewery (Vaughan) Ltd. and Magnotta Distillery Ltd., respectively. Presently, the brewery has the following types of beer - True North, Lager, Cream Ale, Strong, and Magnotta Altbier and India Pale Ale. The Brewery's beer products are available in the Beer Store in Ontario. Magnotta Distillery Ltd. sells, Ice Grappa, Grappa, Gin and Vodka through the Beamsville distillery location.

Marketing

The company markets its products in Canada, United States, Chile, the Pacific Rim and Europe.

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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