

# Maple Leaf Foods Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Maple Leaf Foods 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 Maple Leaf Foods Inc. and its competitors. This provides our Clients with a clear understanding of Maple Leaf Foods Inc. position in the [Food and Beverages](#) Industry.

The report contains detailed information about Maple Leaf Foods 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 Maple Leaf Foods 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 Maple Leaf Foods 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 Maple Leaf Foods 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 Maple Leaf Foods Inc. business.

### **About Maple Leaf Foods Inc.**

Maple Leaf Foods Inc. operates as a consumer packaged food processing company in Canada, the United States, the United Kingdom, Asia, and Mexico.

#### Segments

The company operates in three segments: the Meat Products Group, the Agribusiness Group, and the Bakery Products Group.

#### MEAT PRODUCTS GROUP

The Meat Products Group, operating through the Maple Leaf Consumer Foods division, includes the company's branded and customer-branded value-added prepared meat products; fresh, frozen and branded value-added pork products; fresh, frozen and branded value-added chicken and turkey products; further processed meats and grocery products; and, global food marketing, distribution and trading.

Meat products are sold under the company's premium brands, such as Maple Leaf and Schneider, as well as through private label, food service and industrial channels. Maple Leaf Consumer Foods also operates an international export business through a network

of five offices located in Canada, Mexico, Korea, Japan and Hong Kong.

## Products and Markets

Maple Leaf Consumer Foods' products include bacon, hams, wieners, meat snacks, European delicatessen products, processed chicken products, such as cooked chicken breasts and wings, processed turkey products, such as fully cooked turkey breast roasts, specialty sausage and deli products, a line of cooked meats, sliced meats, cooked sausage products, frozen entrees, lunch kits, lard and canned meats. Maple Leaf Consumer Foods produces and markets a line of refrigerated, branded meal solution products and other products under the name 'Maple Leaf Simply Fresh'.

Maple Leaf Consumer Foods markets its products to major grocery store chains, independent grocery outlets, and retail and wholesale buying groups. Products are sold primarily in Canada and the United States. In addition, processed meats, pork and poultry products, frozen french fries and other potato products are sold to food service distributors for subsequent sale to restaurants, institutions and other food service establishments. Frozen french fries, potato croquettes and other potato products are sold internationally.

Maple Leaf Consumer Foods' products also include primal and value-added pork cuts, cut-up and whole chicken and turkey products and frozen whole birds and turkey parts. The company also processes turkey meat into cooked and non-cooked value-added turkey products. The processed value-added turkey products are sold to retailers, distributors and food service companies.

Within its integrated turkey operations, Cold Springs Farm produces eggs from its breeder flock, a majority of which are sold to its hatchery which in turn produces poults. A majority of eggs not used to produce poults are sold in Canada and for export. While some poults produced in the hatchery are transferred to commercial turkey farms owned by Cold Springs Farm, the majority are sold to third parties. Cold Springs Farm also further processes the meat into cooked and non-cooked value-added turkey products. The turkeys, turkey parts and further processed value-added turkey products are sold to retailers, distributors and food service companies.

The trading operations products are sold to customers around the world with an emphasis on Pacific Rim countries. Products imported into Canada are sold to food service distributors and wholesalers, as well as directly to retail grocery store chains.

## AGRIBUSINESS GROUP

The Agribusiness Group manages and produces live hogs, including providing its own hog feed, and provides an environmental service by recycling animal and poultry by-products, including bones, trim, fat, offal and feathers, into a range of commercial tallow, protein products, and biodiesel. The Agribusiness Group is divided into two operating divisions: Maple Leaf Agri-Farms (formerly called Elite Swine) and Rothsay Rendering.

### Maple Leaf Agri-Farms

Maple Leaf Agri-Farms is a hog production company with approximately 250 production locations in Manitoba, and with approximately 34,500 sows under management. Maple Leaf Agri-Farms produces feed for its operations in two feed mills located in Manitoba. The company owns the sow b

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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