

Molson Coors Brewing Company Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Molson Coors Brewing Company 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 Molson Coors Brewing Company and its competitors. This provides our Clients with a clear understanding of Molson Coors Brewing Company position in the [Food and Beverages](#) Industry.

The report contains detailed information about Molson Coors Brewing Company 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 Molson Coors Brewing Company. 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 Molson Coors Brewing Company 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 Molson Coors Brewing Company 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 Molson Coors Brewing Company business.

About Molson Coors Brewing Company

Molson Coors Brewing Company, through its subsidiaries, engages in the manufacture, marketing, and sale of beer and other beverage products.

Segments

The company operates in following business segments: Canada, the United States, the United Kingdom, and Molson Coors International (MCI).

Canada Segment

The company brews, markets, sells, and nationally distributes various beer brands. Brands sold in Canada include Coors Light, Canadian, Export, Molson Canadian 67, Molson Dry, Molson M, Creemore, Rickard's Red and other Rickard's brands, Carling, Pilsner, and various other regional brands.

The company also brews or distributes under license the following brands: Amstel Light under license from Amstel Brouwerij B.V., Heineken and Murphy's under license from Heineken Brouwerijen B.V., Asahi and Asahi Select under license from Asahi Beer

U.S.A. Inc. and Asahi Breweries, Ltd., Miller Lite, Miller Genuine Draft, Miller Chill, Milwaukee's Best and Milwaukee's Best Dry under license from Miller, a subsidiary of SABMiller, and Foster's under license from Foster's Group Limited. Through a joint venture agreement with Grupo Modelo, the company also imports, distributes, and markets the Modelo beer brand portfolio, including the Corona, Coronita, Negra Modelo and Pacifico brands, across all Canadian provinces and territories.

The Canada segment also includes its partnership arrangements related to the distribution of beer in the western provinces, Brewers' Distributor Ltd. (BDL). The company has six breweries, strategically located throughout Canada, which brew, bottle, package, market, and distribute all owned and certain licensed brands sold in and exported from Canada.

United States Segment

The company's subsidiary, MillerCoors LLC (MillerCoors), sells various brands in the U.S. Its premium light brands are Coors Light and Miller Lite. Brands in the domestic premium segment include Coors Banquet, Miller Genuine Draft, and MGD 64. Brands in the domestic super premium segment include Miller Chill and Sparks. Brands in the below premium segment include Miller High Life, Miller High Life Light, Keystone Light, Icehouse, Mickey's, Milwaukee's Best, Milwaukee's Best Light and Old English 800. Craft and import brands include the Blue Moon brands, Henry Weinhard's, George Killian's Irish Red, the Leinenkugel's brands, the Molson brands, Foster's, Peroni Nastro Azzurro, Pilsner Urquell, and Grolsch. Brands in the non-alcoholic segment include Coors Non-Alcoholic and Sharp's. The company assigned the United States and Puerto Rican ownership rights to the legacy Coors brands, including Coors Light, Coors Banquet, Keystone Light, and the Blue Moon brands, to MillerCoors. The company retained all ownership of these brands outside the United States and Puerto Rico. MillerCoors licenses the right to brew and sell George Killian's Irish Red. The company sells the Molson brands to MillerCoors through related party transactions. There are eight major breweries/packaging facilities which provide MillerCoors products to distributors across the United States and Puerto Rico. MillerCoors imports MCC brands and Peroni, Pilsner Urquell, Grolsch, and other smaller import brands from SABMiller.

United Kingdom Segment

The company's subsidiary, Molson Coors Brewing Company (UK) Limited (MCBC-UK) is a beer company in the United Kingdom. The U.K. segment consists of its production and sale of the MCBC-UK brands in the U.K., its joint venture arrangement for the

production and distribution of Grolsch brands in the U.K. and the Republic of Ireland, its joint venture arrangement for the production and distribution of the Cobra brands in the U.K., factored brand sales, and its Tradeteam joint venture arrangement with DHL for the distribution of products throughout Great Britain.

The company's brands sold in the U.K. include Carling, C2, Coors Light, Worthington's, White Shield, Caffrey's, Kasteel Cru, and Blue Moon, as well as smaller regional ale brands. It also sells the Grolsch brands in the United Kingdom through a joint venture with Royal Grolsch N.V.; and the Cobra brands in the United Kingdom through a joint venture called Cobra Beer Partnership Ltd. It also distributes various brands which are sold under license, including Sol, Dos Equis, Zatec, Singha and Magners Draught Cider. Additionally, the company sells factored brands in its U.K. segment. It also has a contract brewing and kegging agreement with Scottish & Newcastle U.K. Ltd. for the Fosters and Kronenbourg brands.

Molson Coors International

The company also markets and sells its brands in various international markets. Brands unique to various international markets include Zima, Coors Gold, and Coors Extra. Its businesses in Asia, continental Europe, Mexico and the Caribbean (excluding Puerto Rico) are included in MCI.

Asia: The company's Japanese business is focused on the Zima and Coors brands. Its business in China is principally focused on Coors Light. Product sold in Japan is contract brewed by SAB Miller Vietnam and product sold in China is contract brewed by a third party in China. The company has a license partnership in Philippines.

Europe: The company's business within continental Europe is focused on growing Coors Light. Key countries include Spain and Scandinavia. It sells Carling, Caffreys, and Worthingtons to the U.K. tourist destinations, including Spain, Greece, and Cyprus. The Europe business also supplies beer to the U.K. Military operations globally.

Mexico, Central America, and the Caribbean: Coors Light is sold in Mexico through a licensing agreement with Cerveceria Cuauhtemoc Moctezuma, S.A. de C.V. (CCM), a subsidiary of FEMSA Cerveza. In addition, its products sold in various Caribbean islands and the Panama markets are produced under a brewing agreement by MillerCoors and are exported to and sold through agreements with independent distributors.

Competition

The company's competitors include Anheuser-Busch Inbev; Scottish & Newcastle U.K. Ltd.; Inbev U.K. Ltd.; and Carlsberg U.K. Ltd.

Significant Events

In June 2010, Molson Coors Brewing Co. launched its Coors Light brand to the beer market.

History

Molson Coors Brewing Company was founded in 1873.

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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The complete financial data is available for publicly traded companies.

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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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