

# Natuzzi SpA Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Natuzzi SpA 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 Natuzzi SpA and its competitors. This provides our Clients with a clear understanding of Natuzzi SpA position in the [Appliances and Furniture](#) Industry.

The report contains detailed information about Natuzzi SpA 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 Natuzzi SpA. 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 Natuzzi SpA 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 Natuzzi SpA 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 Natuzzi SpA business.

## **About Natuzzi SpA**

Natuzzi S.p.A. engages in the design, manufacture, and marketing of contemporary and traditional leather and fabric-upholstered furniture primarily in the United States and Europe.

### **Product**

The company's product range falls within five categories of furniture, including stationary furniture (sofas, loveseats and armchairs); sectional furniture; motion furniture; sofa beds; and occasional chairs (including recliners and body massage chairs).

The company's products include a collection of sofas and armchairs with particular styles, coverings and functions, with various combinations. Its offering is divided into three different brands and collections, including Natuzzi Collection, Editions/Natuzzi Editions Collection.; and Italsofa Collection.

The Natuzzi Collection focuses on making Italian quality and style accessible through coordinated living rooms. As of March 31, 2010, this line of products offered 115 models, 9 articles in fabrics in 48 colors, 13 leather articles in 91 colors. The collection also includes a selection of additional furniture (wall units, tables, lamps, carpets),

accessories (pots and candles) and furniture for the dining room (tables, chairs, lamps).

The Italsofa Collection, which is characterized by a young and vibrant style, offers products for the medium-to-medium low market. As of March 31, 2010, this collection consisted of 93 models, 6 leather products in 41 colors, and 4 fabric products in 22 colors.

The Natuzzi Editions/Editions Collection, as of March 31, 2010, consisted of 97 models, 17 leather products in 73 colors, and 1 fabric product in 2 colors. Its clients include IKEA and Macy's.

## Markets

The company markets its products internationally, as well as in Italy. Outside Italy, it sells its leather furniture principally on a wholesale basis to major retailers and furniture stores. Outside the United States, it sells its products to customers in Canada and Central and South America.

As of March 31, 2010, 128 single-brand stores were operating in Europe, including 20 under the Divani & Divani by Natuzzi franchise brand (7 in Greece and 13 in Portugal); 2 Italsofa stores (Spain and Montenegro); and the remaining 106 under the Natuzzi name (28 in France, 23 in Spain, 11 in Holland, 6 in the United Kingdom, 5 in Switzerland, 4 in Russia, 3 in the Czech Republic, 3 in Poland, 2 each in Germany, Slovenia, Croatia, Romania, Latvia, Cyprus, Malta, and 1 each in Belgium, Sweden, Denmark, Finland, Ukraine, Hungary, Lithuania, Serbia, Bosnia-Herzegovina, and Estonia). Of these stores, 34 were directly owned by the company as of March 31, 2010, and all were operated under the Natuzzi name, including 22 in Spain (of which 2 are outlets), 5 in Switzerland, 4 in the United Kingdom, and 1 each in Denmark and Sweden. Apart from the Natuzzi stores, it also operates 17 concessions in the United Kingdom.

The company sells its Natuzzi branded furniture principally through franchised Divani & Divani by Natuzzi and Natuzzi furniture stores. As of March 31, 2010, the Group sells its furniture in various locations, including 124 Divani & Divani by Natuzzi and 174 Natuzzi stores, of which 56 are directly owned by it; 8 Outlets; and 17 concessions in the United Kingdom and Republic of Ireland. The concessions are store-in-store concept managed directly by a subsidiary of the company located in the United Kingdom. As of March 31, 2010, there were 430 Natuzzi galleries worldwide (store-in-store concept managed by independent partners).

As of March 31, 2010, the company had a total of 13 Natuzzi stores in the Middle East: four in Israel, 2 each in the United Arab Emirates, Saudi Arabia and Turkey, and 1 each in Kuwait, Lebanon and Qatar. In addition, four single-brand stores were operating under the brand Italsofa in Israel.

As of March 31, 2010, 49 single-brand Natuzzi stores were operating in the Asia Pacific market: 19 in China, 17 in Australia, 5 in Taiwan, 2 in New Zealand, and 1 each in the Philippines, Singapore, Thailand, Malaysia, South Korea, and Indonesia. The company also maintains 25 galleries in the Asia-Oceania-Africa region with locations in New Zealand, South Korea, Japan, Thailand, Indonesia, South Africa, Morocco, Egypt, and Tunisia. It also has a gallery presence in Australia, specifically at 14 David Jones department stores. As of March 31, 2010, there were 10 Italsofa single-branded stores in China.

## History

Natuzzi S.p.A. was founded in 1959.

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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