

Oxford Industries Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Oxford Industries 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 Oxford Industries Inc. and its competitors. This provides our Clients with a clear understanding of Oxford Industries Inc. position in the Clothing, Textiles and Accessories Industry.

The report contains detailed information about Oxford Industries 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 Oxford Industries 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 Oxford Industries 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 Oxford Industries 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 Oxford Industries Inc. business.

About Oxford Industries Inc.

Oxford Industries, Inc. engages in the design, sourcing, and marketing of apparel products. The company features a portfolio of owned and licensed lifestyle brands, company-owned retail operations, and a collection of private label apparel businesses.

Operating Groups

The company divides its operations into four operating groups. These operating groups consist of: Tommy Bahama; Ben Sherman; Lanier Clothes; and Oxford Apparel.

Tommy Bahama

Tommy Bahama designs, sources and markets men's and women's sportswear and related products that are intended to define casually island living consistent with Tommy Bahama's aspirational lifestyle. Tommy Bahama's products can be found in its own retail stores, on its e-commerce site and in certain department stores and independent specialty stores throughout the United States. The target consumers of Tommy Bahama are affluent 35 and older men and women who embrace a relaxed and casual approach to daily living.



The company ships Tommy Bahama products to its wholesale customers, its own retail stores and its e-commerce customers from its distribution center located in Auburn, Washington. Its customers include Macy's, Inc. and Nordstrom, Inc. It maintains Tommy Bahama apparel sales offices and showrooms in various locations, including New York and Seattle.

Licensing Operations: The company's license agreements generally provide it the right to approve all products, advertising and proposed channels of distribution. Third-party license arrangements for its Tommy Bahama products include the following product categories: men's and women's watches; men's and women's eyewear; men's and women's belts and socks; men's and women's fragrances; shampoo, soap and bath amenities; rum; ceiling fans; rugs; wallcoverings; luggage; indoor furniture; outdoor furniture; bedding and bath linens; and table top accessories.

In addition to its licenses for the specific product categories, the company also has entered into certain international license agreements which allow those licensees to distribute certain Tommy Bahama branded products in Canada, the United Arab Emirates, Australia, New Zealand and other countries. In addition to selling Tommy Bahama goods to wholesale accounts, certain of the licensees have opened retail stores in their respective geographic regions. As of January 30, 2010, the company's licensees operated 12 retail stores in Canada, Australia and the United Arab Emirates.

Direct to Consumer Operations: The company's retail stores carry a range of merchandise, including apparel, home products and accessories. In addition to its retail stores, the company's direct-to-consumer approach includes the tommybahama.com Website.

Ben Sherman

Ben Sherman is a London-based designer, marketer and distributor of branded sportswear and footwear. The company offers a Ben Sherman sportswear collection, as well as tailored clothing, footwear and accessories. It also licenses the Ben Sherman name to third parties for various product categories. The company's Ben Sherman products can be found in certain department stores and various independent specialty stores, as well as in its own Ben Sherman retail stores and certain Ben Sherman Websites. In addition to the Ben Sherman trademark, the company also owns the Nickelson trademark and sells Nickelson products in the United Kingdom. Nickelson is a British urban brand aimed at a target market of 18 to 30 year-olds with a specific slant on the streetwear-influenced youth market.



Wholesale Operations: The company's customer includes Debenhams, which operates retail stores in the United Kingdom. It maintains Ben Sherman apparel sales offices and showrooms in various locations, including London, New York, Hong Kong and Dusseldorf, among others.

Licensing/Distributor Operations: The company's license agreements generally provide it the right to approve all products, advertising and proposed channels of distribution. Third-party license arrangements for Ben Sherman products include the following product categories: men's backpacks and travel bags; men's and boys' watches and jewelry; men's and women's eyewear; men's fragrances and t

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.

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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 3×3 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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