

Pacific Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Pacific Corporation 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 Pacific Corporation and its competitors. This provides our Clients with a clear understanding of Pacific Corporation position in the [Consumer Products](#) Industry.

The report contains detailed information about Pacific Corporation 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 Pacific Corporation. 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 Pacific Corporation 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 Pacific Corporation 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 Pacific Corporation business.

About Pacific Corporation

AMOREPACIFIC Corporation engages in manufacturing, marketing and trading cosmetics, personal care goods, ferment and others. AMOREPACIFIC's subsidiaries include Pacific Pharmaceuticals Co., Ltd., Pacific Industries, Inc., AMOS Professional Corp., Etude Corporation, Pacific Metals Co., Ltd., Pacific Europe S.A. and AMOREPACIFIC Cosmetics (USA), Inc. The Company operates in overseas markets, including France, China, and the United States.

AMOREPACIFIC has patented services as a skin evaluation that measures dryness, pollutants, and sensitivity in Korea. AMOREPACIFIC began offering this service on July 10, 2000, giving consumers advice on what skin-care products, cosmetics, and techniques are best for their skin type and condition, also taking into consideration the weather and the changing environment.

COSMETIC

The Company offers cosmetic products under the Amorepacific, Laneige, Iope, Mamonde, Innisfree, Hera, Sulwhasoo, Lirikos, Verite, and Mise En Scene names.

AMOREPACIFIC

The AMOREPACIFIC flagship brand is a line of skin-care products for the woman who wants to create an attractive personal style by nurturing and bringing forth her own inner sources of beauty and grace. AMOREPACIFIC skin-care products incorporate ingredients from green tea and Asian botanicals, which promote the production of skin cells, offering the user the promise of lasting youthful vitality. These ingredients are present in the form of nanometric particles that penetrate the skin deeply and quickly for the greatest effectiveness.

Hera

Hera is the brand that harmoniously combines the benefits of art and science in order to realize the esthetic ideal of beautiful skin. Launched in October 1995, Hera is sold in department stores and door-to-door. In 2004, Hera will introduce an advanced line of body and trendy makeup products.

Laneige

Introduced in 1994, Laneige is a favorite with Korean women. Laneige competes with global brands in the department stores of trend-setting Hong Kong and Shanghai.

lope

lope was created through the joint research efforts of scientists and dermatologists, and was launched in October 1996 as Korea's cosmeceutical cosmetic brand. Additions to the line include Retinol 2500 Intensive for wrinkles, introduced in 1997; Vitagen White skin-whitening agent, in 1998; Power Lifting Fluid lifting agent, in 1999; a new skin-whitening line named Whitegen, in April 2001; and Regeneration products for aging skin, in October 2002.

Lirikos

Based on the concept of thalassotherapy, Lirikos was developed in cooperation with the Institut Marin de Rockroum, France's original thalassotherapy center. In the coming years, Lirikos will expand the services it offers from the current facial massages to include various body massages.

Innisfree

Since its launch in 2000, Innisfree-which is Korea's cosmetic brand in superstores-has positioned itself with consumers as a natural, environmentally friendly product line.

Etude

Launched in April 1995, Etude is known for the simple elegance of its containers and the wide variety of its fashionable colors.

eSpor

Espor is currently being exported to China, the Philippines, and Saudi Arabia, and a program to promote greater brand recognition is underway in China.

Lolita Lempicka

The soft, sweet fragrance of Lolita Lempicka and its beautiful apple-shaped bottle quickly capture the hearts of perfume connoisseurs. Lolita Lempicka was launched in France in 1997.

PERSONAL CARE

AMOREPACIFIC is engaged in the fields of hair care, body care, and oral care, providing products that enable customers to achieve the cleanliness, beauty, and good health they desire. The company's personal care products are offered under Dantrol, Hairpack Nanotherapy, Dubore, Songyeom, and Median brand names.

Mise en scene

Introduced in January 2000, Mise en scene was Korea's first hair-coloring agent to incorporate serum. In April 2003, Mise en scene expanded its product line to include styling and hair-care products, making it a total hair-fashion brand.

Happy Bath

In February 2002, AMOREPACIFIC launched Happy Bath, a body-care product for the whole family. Customers find this product especially appealing for its pleasant fragrance, foamy softness, and lovely design.

Median

Median has been on the market since 1983. Median is exported around the world to countries including the United States, China, and parts of Southeast Asia and Africa. The Median is oral-care product.

HEALTH

The company's health products include Sulloc tea and Ketotop brands.

Sulloc Cha

Sulloc Cha is Korea's representative brand of green tea. It is drunk as a tea and it is also used in cooking, in plasters applied to the body, and so on. The brand lineup includes not only green tea but also herb teas, black tea, functional teas, floral teas, and more.

History

AMOREPACIFIC Corporation was incorporated 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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