

Parlux Fragrances Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Parlux Fragrances 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 Parlux Fragrances 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 Parlux Fragrances 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 Parlux Fragrances 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 Parlux Fragrances Inc. business.

About Parlux Fragrances Inc.

Parlux Fragrances, Inc. engages in creating, designing, manufacturing, distributing, and selling prestige fragrances and beauty related products marketed primarily through specialty stores, national department stores, and perfumeries on a worldwide basis.

Products

The company's principal products are fragrances, which are distributed in various sizes and packaging. In addition, beauty-related products, such as body lotions, creams, shower gels, deodorants, soaps, and dusting powders complement the fragrance line.

The company designs and creates fragrances using its own staff and independent contractors. During the period ended March 31, 2010, the company engaged in the manufacture (through sub-contractors), distribution, and sale of Paris Hilton, Jessica Simpson, Queen Latifah, Marc Ecko, Josie Natori, GUESS?, Nicole Miller, XOXO, Ocean Pacific (OP), Andy Roddick, and babyGUND fragrances and grooming items on a licensee basis. Under a separate license agreement with Paris Hilton Entertainment, Inc. (PHEI), the company developed a line of fashion watches available for sale. In addition, the company entered into various distribution agreements with PHEI for handbags, purses, wallets, and other small leather goods (handbags), which have been

shipped in the U.S. and certain international markets, as well as cosmetics and sunglasses.

Marketing and Sales

In the United States, the company has its own fragrance sales and marketing staff, and utilize independent commissioned sales representatives for sales to domestic the U.S. military bases and mail order distribution. It sells directly to retailers, primarily national and regional department stores. Its products are sold in approximately 2,500 retail outlets in the United States. The company's international sales carried out through distributors in approximately 80 countries, the primary focus of which has been in Latin America, Canada, Europe, Asia, Australia, the Middle East, the Caribbean, and Russia.

Customers

The company concentrates its fragrance sales efforts in the United States in various national and regional department store retailers which include Belk, Bloomingdales, Bon Ton, Boscovs, Carson's, Dillard's, J.C. Penney, Macy's, Neiman Marcus, Saks, and Sears. Additionally, the company sells its products to Perfumania, Inc., which is a specialty retailer of fragrances with approximately 370 retail outlets principally located in manufacturers' outlet malls and regional malls in the U.S. and in Puerto Rico, and to Quality King Distributors, Inc. During the period ended March 31, 2010, it had also sold its products to Jacavi Beauty Supply, LLC, a fragrance distributor. It also sells directly to Sephora, and Ulta retail stores.

History

Parlux Fragrances, Inc. was founded in 1984.

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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2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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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