

Phillips-Van Heusen Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Phillips-Van Heusen Corp. 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 Phillips-Van Heusen Corp. and its competitors. This provides our Clients with a clear understanding of Phillips-Van Heusen Corp. position in the [Clothing, Textiles and Accessories](#) Industry.

The report contains detailed information about Phillips-Van Heusen Corp. 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 Phillips-Van Heusen Corp.. 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 Phillips-Van Heusen Corp. 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 Phillips-Van Heusen Corp. 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 Phillips-Van Heusen Corp. business.

About Phillips-Van Heusen Corp.

Phillips-Van Heusen Corporation operates as an apparel company. The company designs and markets branded dress shirts, neckwear, sportswear, and footwear, and other related products. Additionally, it licenses its owned brands over a range of products. The company distributes its products at wholesale through approximately 16,000 doors in national and regional department, mid-tier department, mass market, specialty and independent stores in the United States, Canada, and Europe.

Segments

The company manages its business through its operating divisions, which consist of five reportable segments: Calvin Klein Licensing; Wholesale Dress Furnishings; Wholesale Sportswear and Related Products; Retail Apparel and Related Products; and Retail Footwear and Related Products.

Calvin Klein

The company's Calvin Klein businesses primarily consist of licensing and similar arrangements worldwide of the Calvin Klein Collection, ck Calvin Klein and Calvin Klein

brands for various products, including sportswear, jeans, underwear, fragrances, cosmetics, eyewear, men's tailored clothing, shoes, hosiery, socks, footwear, swimwear, jewelry, watches, outerwear, handbags, leather goods, home furnishings and accessories, as well as to operate retail stores (Calvin Klein Licensing segment); the marketing of the Calvin Klein Collection brand high-end men's and women's apparel and accessories collections through its Calvin Klein Collection store (Retail Apparel and Related Products segment); its Calvin Klein dress furnishings and men's better sportswear businesses (Wholesale Dress Furnishings and Wholesale Sportswear and Related Products segments, respectively); its Calvin Klein retail stores located principally in premium outlet malls in the United States (Retail Apparel and Related Products segment); and its Calvin Klein Wholesale Collection business.

Calvin Klein Licensing

Calvin Klein's arrangements with licensees and other third parties worldwide manufacture and distribute various products under the Calvin Klein brands. The company develops, markets, and distributes various goods across a range of categories and to expand existing lines of business. Calvin Klein's licensing and other partners in 2009 were Warnaco, Coty, Inc., and G-III Apparel Group Ltd. Calvin Klein has approximately 45 wholesale product licensing arrangements. The company's licensing partners include CK Watch and Jewelry Co., Ltd. (Swatch SA); CK21 Holdings Pte, Ltd.; Coty, Inc.; DWI Holdings, Inc. / Himatsingka Seide, Ltd.; G-III Apparel Group, Ltd.; Jimlar Corporation; Marchon Eyewear, Inc.; McGregor Industries, Inc. / American Essentials, Inc.; Onward Kashiya Co. Ltd.; Peerless Delaware, Inc.; and Warnaco, Inc.

Heritage Business

The company's 'heritage' business encompasses the design, sourcing and marketing of dress shirts, neckwear, sportswear, and footwear under its portfolio of owned and licensed brands. The company's products are distributed at wholesale in national and regional department, mid-tier department, mass market, specialty, and independent stores in the United States. Its customers include Macy's, Inc., J.C. Penney Company, Inc., Kohl's Corporation, and Wal-Mart Stores, Inc.

The company's wholesale customers offer its dress shirts, neckwear and sportswear, other than Calvin Klein men's better sportswear, on the main floor of their stores. Calvin Klein men's better sportswear is offered in the collection area of its customers' stores. In each case, the company offers its customers merchandising support with visual display

fixtures and in-store marketing, with Calvin Klein men's better sportswear generally being offered in fixtured shops the company designs and builds.

As a complement to its wholesale business, the company also markets products directly to consumers through its Van Heusen, IZOD, Bass, and Calvin Klein retail stores, principally located in outlet malls throughout the United States. In addition, the company also marketed its products directly to consumers through its Geoffrey Beene outlet retail stores. The company also licenses its owned heritage brands (Van Heusen, IZOD, ARROW, Bass, and G.H. Bass & Co.) to third

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.
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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