

# Red Oak Hereford Farms, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Red Oak Hereford Farms, 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 Red Oak Hereford Farms, Inc. and its competitors. This provides our Clients with a clear understanding of Red Oak Hereford Farms, Inc. position in the Industry.

The report contains detailed information about Red Oak Hereford Farms, 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 Red Oak Hereford Farms, 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 Red Oak Hereford Farms, 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 Red Oak Hereford Farms, 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 Red Oak Hereford Farms, Inc. business.

### **About Red Oak Hereford Farms, Inc.**

Red Oak Hereford Farms, Inc. (the Company), incorporated in 1989, was founded for the purpose of creating a vertically integrated business enterprise to market and sell Red Oak Farms' premium branded products and other quality synergistic products including procuring, producing, processing, marketing, and distributing. Red Oak Farms, Inc. (ROF), a wholly owned subsidiary, has initially been establishing market share and a customer base through the marketing, distribution, and promotion of Red Oak Farms' Certified Hereford Beef (CHB).

Red Oak Farms' Premium Hereford Beef, a premium, branded, beef-product, capitalizes on the consistent consuming qualities inherent in Hereford and Hereford British based cattle, bred for centuries specifically for the eating quality of their beef. In addition, the program was designed to ensure premium, quality of PHB through a combination of United States Department of Agriculture (USDA) and Company monitoring of cattle genetics, feeding, harvest, and fabrication. The Company harvests and fabricates qualified cattle at its contract packing plant and then sells its fresh, frozen, and further processed beef through traditional retail, food service, and other channels. The Company also continues some residual CHB production for one key account, Hen House Stores of Kansas City.

**Branded Beef Products:** The Company, through ROF, slaughters, fabricates, and further processes Premium Hereford Beef. The Company also plans to acquire and process products, along with its beef, to produce convenience meals. Examples of these are: ROF Premium Beef precooked products, frozen ground chuck patties, additional precooked offerings, beef jerky and sticks and other items designed to reduce consumer shopping and preparation time.

The Company's branded PHB sales come primarily from the following categories: fresh boxed beef in traditional primals such as short loins, ribs, chucks, rounds, etc., frozen boxed primals, primarily for export, and portion controlled beef for food service and mail order.

Midland Cattle Company (Midland), a wholly owned subsidiary, is in the business of identifying, sourcing, purchasing and reselling feeder and fed cattle. Midland is primarily responsible for developing the supply of PHB and CHB for ROF and the Red Oak procurement program and serves as the agent for fed cattle destined for the Red Oak program.

Red Oak Feeders, LLC (Feeders), a wholly owned subsidiary, was formed to develop a supply of qualified cattle. The Company places cattle on feed through Feeders to provide an adequate inventory to supply PHB customers.

Customers of ROF consist primarily of quality and value-oriented up-scale retail supermarket stores, food-service outlets, high-end restaurants and export accounts.

**Precooked Products:** The Company plans to eventually offer ten or more precooked consumer packaged beef products, some of which may be packed with other microwave-ready products for combination meals.

Product development, which began in early 1999, is now complete and production underway for four microwaveable precooked products; Family Size 16 oz. Pot Roast, four individual servings (6 oz.) Pot Roast (24 oz. per package), Barbecued Beef Ribs (16 oz.), and a 16 oz. Tri-Tip (sirloin) roast.

**Packaged Beef Products:** The Company has continued to monitor development of case ready packaging and has evaluated two contract case-ready plants.

**Further Processed Beef Products:** Further processing means fresh or frozen boxed beef undergoes value enhancing processes like cutting, complete or partial cooking,

convenient portion packaging, and combining with other food products.

European Division: During 1999, Red Oak Farms Europe, BV, was created as a wholly owned subsidiary. It is headquartered in Utrecht, Netherlands. The Company has agreements with a meat packer, processor, distributors, investors and other synergistic individuals and entities.

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 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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