

# Regis Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Regis 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 Regis Corp. and its competitors. This provides our Clients with a clear understanding of Regis Corp. position in the [Diversified Services](#) Industry.

The report contains detailed information about Regis 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 Regis 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 Regis 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 Regis 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 Regis Corp. business.

### **About Regis Corp.**

Regis Corporation engages in the ownership, operation, and franchising of hairstyling and hair care salons in the United States, the United Kingdom, Canada, Puerto Rico, and internationally. In addition, the company owns and operates hair restoration centers in the United States and Canada.

The company-owned salons in the U.K. are owned and operated in malls, department stores, mass merchants, and high-street locations. The hair restoration centers, including both company-owned and franchise locations, are typically located in leased space within office buildings. The company maintains ownership interest in salons and beauty schools through equity-method investments.

### **Salon Concepts**

The company's salon concepts focus on providing hair care services and professional products, primarily to the middle consumer market. Its North American salon operations consist of 9,525 salons, operating under various concepts, each offering hair care products and services in the United States, Canada, and Puerto Rico. The company's international salon operations consist of 444 hair care salons located in Europe, primarily in the United Kingdom.

**Regis Salons:** Regis Salons are primarily mall based, full service salons providing hair care and beauty services aimed at moderate to upscale, fashion conscious consumers. As of June 30, 2010, of the 1,049 total Regis Salons, 157 Regis Salons were located in strip centers. The customer mix at Regis Salons is approximately 78 percent women and both appointments and walk-in customers are common. These salons offer a range of custom styling, cutting, hair coloring, and waving services, as well as professional hair care products.

**MasterCuts:** MasterCuts is a full service, mall based salon group which focuses on the walk-in consumer (no appointment necessary) that demands moderately priced hair care services. These salons offer a range of custom styling, cutting, hair coloring and waving services, as well as professional hair care products. The customer mix at MasterCuts is split evenly between men and women.

**SmartStyle:** The SmartStyle salons are located in Wal-Mart Supercenters. These salons offer a range of custom styling, cutting, hair coloring and waving services, as well as professional hair care products. Additionally, the company has 119 franchise salons located in Wal-Mart Supercenters.

### Strip Center Salons

The company's Strip Center Salons consists of company-owned and franchise salons operating in strip centers across North America under various concepts.

**Supercuts:** The Supercuts concept provides hair care services and professional products to its customers. This concept appeals to men, women, and children.

**Cost Cutters (franchise salons):** The Cost Cutters concept is a salon concept providing hair care services for men, women, and children. These full service salons also sell a line of professional hair care products. The customer mix at Cost Cutters includes men and women. In addition to the franchise salons, the company operates company-owned Cost Cutters salons.

**Promenade Salons:** Promenade Salons are made up of regional company-owned salon groups operating under the primary concepts of Hair Masters, Cool Cuts for Kids, Style America, First Choice Haircutters, Famous Hair, Cost Cutters, BoRics, Magicuts, Holiday Hair and TGF, as well as other concept names. Most concepts offer a range of custom hairstyling, cutting, coloring and waving, as well as hair care products.

**Other Franchise Concepts:** This group of franchise salons includes primarily First Choice Haircutters, Magicuts, Beauty Supply Outlets, and Pro-Cuts. In addition to these franchise salons, the company operates company-owned First Choice Haircutters and Magicuts salons under Strip Center Salons.

**International Salons:** The company's international salons are comprised of company-owned salons operating in the United Kingdom primarily under the Supercuts, Regis, and Sassoon concepts.

### Salon Franchising Program

The company has various franchising programs supporting its 2,020 franchise salons as of June 30, 2010, consisting mainly of Supercuts, Cost Cutters, First Choice Haircutters, Magicuts, and Pro Cuts. These salons have been included in the discussions regarding salon counts and concepts on the preceding pages.

### Affiliated Ownership Interests

The company maintains ownership interests in salons and beauty schools. The primary ownership interests are in Provalliance, Empire Education Group, Inc. (EEG), and Hair Club for Men, Ltd. It maintains a 30.0 percent ownership interest in Provalliance. It maintains a 55.1 percent ownership interest in EEG. It maintains a 50.0 percent ownership in Hair Club for Men, Ltd., which operates Hair Club centers in Illinois and Wisconsin.

### History

Regis Corporation was founded in 1954.

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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## 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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