

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

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Abstracts

Rockford 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 Rockford Corp. and its competitors. This provides our Clients with a clear understanding of Rockford Corp. position in the [Computers and Electronic Equipment](#) Industry.

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

About Rockford Corp.

Rockford Corporation engages in sourcing, designing, and distributing mobile audio products. Rockford's mobile audio products are sold to consumers who want to listen to sound in their cars, trucks and boats. Rockford's products include digital and analog amplifiers, subwoofers and speakers, accessories, signal processors, and speaker enclosures.

Rockford markets its products: primarily in the mobile audio aftermarket, where Rockford's products replace or supplement a vehicle's original audio system. In this market Rockford sells its products under the Rockford Fosgate and Lightning Audio brands; and secondarily as OEM mobile audio products, installed as original equipment in select vehicles. Rockford's OEM products are offered primarily in various Nissan and Mitsubishi automobiles. Rockford's OEM products are sold under the Rockford Fosgate and Rockford Acoustic Design brands.

Rockford's Brands

Rockford markets its products under the following brands:

Rockford Fosgate Aftermarket: The company offers product lines that produce sound

under the Rockford Fosgate brand. Rockford Fosgate aftermarket mobile audio products are marketed under three primary product lines:

Prime Series — introduced in 2009, the Prime Series is the entry level Rockford Fosgate line of amplifiers, subwoofers and speakers;

Punch Series — the line for Rockford's mid-level amplifiers, subwoofers and speakers; and

Power Series — the line for amplifiers, subwoofers, and speakers. The company also sells a line of Rockford Fosgate branded mobile audio accessories in the mobile audio aftermarket.

Rockford Fosgate OEM: The company also sells Rockford Fosgate products, or licenses its brand and technology, to Nissan and Mitsubishi for installation as part of OEM audio systems;

Rockford Acoustic Design: Rockford Acoustic Design is a main brand, primarily for OEM products. Systems using this brand are offered in select Mitsubishi automobiles; and

Lightning Audio: The company sells amplifiers, subwoofers, speakers, and accessories under the Lightning Audio brand. In addition to these primary brands Rockford markets complementary products under a secondary brand, InstallEdge.com. Rockford uses the InstallEdge.com business-to-business brand to offer installation-shop supplies to installation shops and audio product installers.

Aftermarket Mobile Audio Products

The company offers aftermarket mobile audio products consisting of the following primary types of products: Amplifiers, Subwoofers and Speakers, Accessories, Signal Processors, and Enclosures.

The company, under the Rockford Fosgate brand, offers the following products:

Amplifiers: Amplifiers under Rockford's Prime Series, Punch Series and Power Series lines, are offered with rated power from 150 to 2,500 watts. Rockford's amplifiers include 1, 2 and 4 channel alternatives, giving consumers the ability to select an optimum configuration for their system;

Subwoofers and Speakers: Subwoofers and speakers under Rockford's Prime Series are Punch Series and Power Series lines;

Accessories: Accessories under Rockford's Connecting Punch brand, include amplifier installation kits, interconnect and speaker cables, carpet/fabric/surface applications and stiffening capacitors;

Signal Processors: 3Sixty Interactive Signal Processors in two models at minimum; and

Enclosures: Subwoofer enclosures, including 'loaded enclosures' that include a subwoofer and, in some cases, an amplifier.

The company, under the Lightning Audio brand, offers the following products:

Amplifiers: Amplifier models with rated power from 200 to 1,000 watts; Subwoofers and Speakers;

Accessories: Accessories, include interconnect and speaker cables, stiffening capacitors, battery clamps and installation kits.

Under Rockford's InstallEdge.com brand Rockford sells various back shop supplies, including vehicle harnesses, power distribution adapters, batteries, RCA connectors, wire, wiring accessories and fuses.

OEM Products

Nissan North America offers Rockford Fosgate branded OEM systems in Nissan vehicles and Mitsubishi Motors offers Rockford Fosgate and Rockford Acoustic Design branded OEM systems in several vehicles. Rockford may provide amplifiers, enclosures or speakers for certain of these vehicles as well as branding the source unit (radio/CD player) or the entire audio system under the Rockford Fosgate and Rockford Acoustic Design brand.

New Products

In 2009, the company introduced new lines of Rockford Fosgate speakers, updating both the Punch and Power series of product lines, and three new Power series amplifiers. Additionally, in 2009, the company also introduced the new line of Prime Series amplifiers, subwoofers and speakers. The Prime Series is a new entry level line

of Rockford Fosgate branded products. Also in 2009, Rockford has introduced a line of iPod 'in vehicle' integration products, the IBeam bass enhancement device, and a subwoofer enclosure.

Distribution

North American Distribution: The company sells its aftermarket mobile audio products in the U.S. and Canada directly to retailers who operate approximately 2,000 retail stores. These include stores operated by independent specialty dealers, audio/video retailers, consumer electronic chains, mass merchandisers, Internet retailers and catalog merchants.

International Distribution: The company sells its mobile audio products in approximately 50 countries outside the U.S. and Canada.

Customers

The company's customers are Best Buy, Nissan, and Mitsubishi.

Competition

The company's principal competitors are:

Mobile Audio Amplifiers: Alpine, JL Audio, Kenwood, Kicker, MTX, Pioneer and Sony;

Mobile Audio Subwoofers and Speakers: Alpine, Boston Acoustics, Infinity, JL Audio, Kenwood, Kicker, MTX, Pioneer and Sony;

Mobile Audio Accessories: Monster Cable, AAMP of America and Scoshe;

Rockford's OEM products compete directly with each auto manufacturer's in-house manufacturing capability as well as such outside suppliers as Delphi, Visteon, Panasonic, Pioneer, Clarion, Alpine, Bose and Harman International.

History

Rockford Corporation was founded in 1983.

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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