

# Rocky Brands, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Rocky Brands, 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 Rocky Brands, Inc. and its competitors. This provides our Clients with a clear understanding of Rocky Brands, Inc. position in the [Clothing, Textiles and Accessories](#) Industry.

The report contains detailed information about Rocky Brands, 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 Rocky Brands, 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 Rocky Brands, 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 Rocky Brands, 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 Rocky Brands, Inc. business.

## **About Rocky Brands, Inc.**

Rocky Brands, Inc. engages in the design, manufacture, and marketing of footwear marketed under a portfolio of brand names, including Rocky, Georgia Boot, Durango, Lehigh, Mossy Oak, Michelin, and Dickies.

### **Brands**

**Rocky:** Rocky is the company's line of branded footwear, apparel and accessories. The company's Rocky products for hunters and other outdoor enthusiasts are designed for specific weather conditions and various terrains of North America. These products incorporate a range of technical features and designs, such as Gore-Tex waterproof breathable fabric, 3M Thinsulate insulation, nylon Cordura fabric, and camouflaged uppers featuring either Mossy Oak or Realtree patterns. It also produces Rocky duty footwear targeting law enforcement professionals, security workers and postal service employees.

The company offers Rocky work footwear designed for varying weather conditions or difficult terrain, particularly for people who make their living outdoors, such as those in lumber or forestry occupations. It also offers rugged work apparel, such as ranch jackets and carpenter jeans. The company has also introduced western influenced work

boots for farmers and ranchers.

**Georgia Boot:** Georgia Boot is the company's line of work footwear. This line of products primarily targets construction workers and those who work in industrial plants where special safety features are required for hazardous work environments. Many of its boots incorporate steel toes or metatarsal guards to protect wearers' feet from heavy objects and non-slip outsoles to prevent slip related injuries in the work place. All of its boots are designed to help prevent injury and subsequent work loss. In addition, the company markets a line of Georgia Boot footwear to brand loyal consumers for hunting and other outdoor activities. These products are primarily all leather boots distributed in the western and southwestern states where hunters do not require camouflaged boots or other technical features incorporated in Rocky footwear.

**Durango:** Durango is the company's line of western footwear. The company's Durango line of products primarily targets farm and ranch workers who live in the heartland where western influenced footwear and apparel is worn for work and casual wear and, to an extent, this line appeals to urban consumers enamored with western influenced fashion. Other products in the Durango line that target casual and fashion oriented consumers have colorful leather uppers and shafts with ornate stitch patterns and are offered for men, women and children.

**Lehigh:** The Lehigh brand is the company's line of safety shoes. The company's line of products is designed to meet occupational safety footwear needs. Majority of this footwear incorporates steel toes to protect workers and often incorporates other safety features, such as metatarsal guards or non-slip outsoles.

**Dickies:** Dickies is a line of work footwear. The Dickies brand provides apparel in the work and casual markets. The company offers work products targeted at the construction trades and agricultural and hospitality workers.

**Michelin:** Michelin is a line of work footwear targeting specific industrial professions, primarily indoor professions.

**Mossy Oak:** Mossy Oak is a line of casual and hunting footwear. The company has a license to design, develop and manufacture footwear under the Mossy Oak name.

## Sales and Distribution

The company's products are distributed through three distinct business segments:

wholesale, retail, and military.

**Wholesale:** In the U.S., the company distributes Rocky, Georgia Boot, Durango, Michelin, Mossy Oak and Dickies products through a range of wholesale distribution channels. As of December 31, 2009, its products were offered for sale at approximately 10,000 retail locations in the U.S. and Canada. The company's sales force for Rocky is organized around major accounts, including Bass Pro Shops, Cabela's, Dick's Sporting Goods and Gander Mountain.

**Retail:** The company markets products directly to consumers through three retail strategies: mobile and retail stores, outlet store, and websites.

**Mobile and Retail Stores:** The company's customers include large, national companies such as 3M, Abbott Laboratories, Alcoa, Carnival Cruise Lines, Federal Express, IBM, and Texas Instruments. Its stores are located in Columbia, South Carolina; Green Bay, Wisconsin; and Houston, Texas.

**Outlet Store:** The company operates the Rocky outlet store in Nelsonville, Ohio.

**Websites:** The company sells product lines on its websites at [www.rockyboots.com](http://www.rockyboots.com), [www.georgiaboot.com](http://www.georgiaboot.com), [www.lehighoutfitters.com](http://www.lehighoutfitters.com), [www.lehighsafetyshoes.com](http://www.lehighsafetyshoes.com), [www.slipgrips.com](http://www.slipgrips.com) and [www.dickiesfootwear.com](http://www.dickiesfootwear.com).

**Military:** The company's footwear for the U.S. military is branded Rocky.

## History

Rocky Brands, Inc. was founded in 1932.

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.  
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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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