

Rosedale Decorative Products Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Rosedale Decorative Products Ltd. 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 Rosedale Decorative Products Ltd. and its competitors. This provides our Clients with a clear understanding of Rosedale Decorative Products Ltd. position in the Industry.

The report contains detailed information about Rosedale Decorative Products Ltd. 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 Rosedale Decorative Products Ltd.. 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 Rosedale Decorative Products Ltd. 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 Rosedale Decorative Products Ltd. 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 Rosedale Decorative Products Ltd. business.

About Rosedale Decorative Products Ltd.

Rosedale Decorative Products, Ltd. engages in the design, manufacture, and marketing of wallpapers and decorative fabrics in Canada, the United States, and Europe.

The company also operates one retail paint and wallpaper store located in downtown Toronto, Canada. Its products include wallpaper and wallpaper borders (wallcoverings), ceiling panels, and paint. The company designs and distributes its owned branded wallcovering collections, as well as distributing other manufacturers' wallcoverings on a wholesale basis. Wallcoverings sold under company brand names are manufactured for the company on an outsource basis by third party manufacturers.

The company, in the year 2004, distributed approximately 15 company brand wallcovering collections to approximately 10,000 to 20,000 retail wallpaper and paint stores worldwide. In addition the company's Ontario subsidiary distributed approximately 60 non-Company brand wallcovering collections to approximately 1,500-2,000 home decorating stores in Canada.

Company Brands

The company designs and distributes approximately three different lines of wallcoverings sold under its own brand names each year. A selection of wallcovering is sold under each of the company's brand names. Each wallcovering collection sold by the Company consists of a variety of coordinated wallpapers and borders. The products are distributed to approximately 10,000 to 20,000 retail stores and interior designers worldwide. The company's Ontario subsidiary maintains a design studio in London, England. Its brand name Wallcoverings include: Concord, Bridle Path, Sweetwater, Caledon, Glenayr and Ridley Nash. The brand name wallcoverings are targeted for middle and upper-middle income consumers, as well as the high-end interior designer market. The company designs and distributes one wallcovering collection per year. These lines of wallcoverings are targeted for middle to upper income consumers.

Third Party Manufacturing

Wallcovering manufacturers in the United Kingdom and Canada manufacture company brand wallcoverings for the company. In the United Kingdom, collections are manufactured by CWV Group and Zen Wallcoverings, Ltd. (Zen) and in Canada by Norwall Group, Inc. The company enters into contracts with its manufacturers to produce designs to the company's specifications on a 'make and ship' basis. Its products are manufactured on a pattern by pattern basis.

Wholesale Distribution of Wallcoverings Manufactured by Third Parties

The company is a wholesale distributor of wallcoverings designed and produced by manufacturers located in the United Kingdom, United States and Canada. It markets wallcovering collections produced by third party manufactures under each manufacturer's brand names. The company has distribution agreements with Walquest and Olney located in the U.S. and with Norwall Group, Inc. (Norwall), located in Canada. The company's distribution agreements with Walquest, Olney and Norwall provide the Company with the Canadian distribution rights for each manufacturer's wallcovering lines.

New Products

The company has expanded the products offered by its Ontario subsidiary to include a line of retro art decorative ceiling tiles for commercial and residential customers. The decorative ceiling tiles are designed to fit into standard suspension ceiling frameworks and are embossed with designs. The Ontario subsidiary has also obtained distribution rights to a new line of wooden window treatments. It also distributes a product called

Wallpapers for Windows. The company has also obtained distribution rights for a plastic product called Mirroflex, which includes a backsplash program.

Retail Operation

The company's retail operation, Ontario Paint & Wallpaper, in metropolitan Toronto sells Benjamin Moore and Para paints and related sundry products, including wallcoverings to customers ranging from individual homeowners to large industrial accounts. The store offers a line of wallcoverings, including all brands distributed by the company. The Ontario Paint & Wallpaper's paint sales are made to local movie studios for set designs and to commercial customers for apartment and office buildings. The retail store offers special services to attract and maintain commercial customers. It maintains detailed records of paint purchases by commercial customers.

Subsidiaries

The company's wholly owned subsidiary includes Ontario Paint and Wallpaper Limited.

Suppliers

The company's major supplier includes Norwall Group, Inc.

History

Rosedale Decorative Products, Ltd. was founded in the year 1913.

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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