

Sweet Success Enterprises, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Sweet Success Enterprises, 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 Sweet Success Enterprises, Inc. and its competitors. This provides our Clients with a clear understanding of Sweet Success Enterprises, Inc. position in the Industry.

The report contains detailed information about Sweet Success Enterprises, 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 Sweet Success Enterprises, 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 Sweet Success Enterprises, 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 Sweet Success Enterprises, 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 Sweet Success Enterprises, Inc. business.

About Sweet Success Enterprises, Inc.

Sweet Success Enterprises, Inc., a development stage company, engages in the production, distribution, and marketing of ready-to-drink functional health beverages in the United States. The company offers its beverages through retail and chain stores in the United States.

Products

The company's products include beverages fortified with vitamins, minerals and other ingredients, in proprietary blends. The company offers the Sweet Success product line through two food retailers in Las Vegas, Nevada and 21 retailers in Texas. The product offered in these retail stores is the company's new Sweet Success 'Fuel For Health' brand. Fuel For Health is a ready-to-drink beverage. Fuel For Health formula can serve as a good tasting drink, as a meal replacement or as a food supplement. The products are marketed in 11 ounce and 8 ounce Tetra Prisma containers, packaged in cases of 24 units (6 four-packs).

The company offers seven all-natural healthy beverages products that include:

Vita-Tein Super Shakes: It is a protein-based beverage available in Chocolate Super

Shake and a Vanilla Super Shake. Vita-Tein is fortified with vitamins and minerals and enhanced with a proprietary blend of Aktivated Barley, Guarana, and Ground Flax with Omega-3 Fatty Acids.

Power Blend Juice: It is a non-carbonated 100% juice energy drink that is fortified with Maca Root, Guarana, D-Ribose and Ginseng.

Chocolate Immunity Infusion: It is a hypoallergenic non-dairy, non-soy protein based product. It is enhanced with Aktivated Barley (rich in beta-glucan), Astragalus and Vitamin C.

ChocKoala Immunity Jr.: It is a non-dairy, non-soy protein based product with an 8 ounce package geared towards children. It is enhanced with Aktivated Barley (rich in beta-glucan), Astragalus and Vitamin C.

Ultra Greens: It is a juice beverage that combines Barley Greens with the phytonutrients Spirulina and Chlorella.

GlucaSafe: Enhanced with Cinnulin PF, GlucaSafe is a functional health beverage with green and white tea and pomegranate extract that is targeted towards the diabetic market.

The company's products are offered in approximately 500 stores in Texas, California, Alabama, Florida and the Midwest, including Price Chopper, Reasor's, Wiseway's, Homeland, Ramey's, Piggly Wiggly and Country Mart.

Competition

The company competes primarily with Odwalla, with 30+ products (juices, Vitamin Monster blends, Superfoods, Smoothies, Super Protein and Pomagrand blends), Naked Juice, with 25+ drinks in 6 families (Antioxidants, Just Juice, Energy, Protein, Superfood and Well Being) and Bolthouse Farms (Juices, lemonades, smoothies and protein drinks). Other competitors include Kashi, Jones Soda and Hansen's Natural.

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.
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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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