

# The Talbots Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

The Talbots 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 The Talbots Inc. and its competitors. This provides our Clients with a clear understanding of The Talbots Inc. position in the [Retail](#) Industry.

The report contains detailed information about The Talbots 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 The Talbots 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 The Talbots 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 The Talbots 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 The Talbots Inc. business.

### **About The Talbots Inc.**

The Talbots, Inc. is a specialty retailer and direct marketer of women's apparel, accessories, and shoes. The company operates stores in the United States and Canada. In addition, its customers may shop online or via its catalogs.

#### Talbots brand

The Talbots brand offers a collection of sportswear, casual wear, dresses, coats, sweaters, accessories and shoes, consisting of Talbots own branded merchandise in misses, petites, woman, and woman petite sizes. The company's merchandise is offered in an array of sizes to fit woman under the following business concepts: Misses, Petites, and Woman. The company's stores, catalogs and Web site offer various basic and fashion items along with a complementary assortment of accessories and shoes which enable customers to assemble wardrobes.

#### Segments

As of January 30, 2010, the company operated its business in two segments, Retail Stores and Direct Marketing.

## Retail Stores

The company's retail stores are located in 46 states, the District of Columbia, and Canada under the Talbots name. As of January 30, 2010, the company operated a total of 580 stores under the Talbots name. The company operates stores in various location types, including village, specialty centers, malls and urban centers.

**Petites:** All apparel items are offered in both misses and petites sizes. Petites sizes are offered in its catalogs and all stores, with some store locations offering its complete product assortment in both misses and petites sizes.

**Woman:** Talbots Woman is its plus size concept which offers the same styling and fit as its misses and petites concepts to customers wearing sizes 14W to 24W. The company also offers Talbots Woman Petites, which focuses on fuller figured women 5'4' in height and under. Talbots Woman and Talbots Woman Petites are available in stores, through its catalogs and online.

**Accessories & Shoes:** The company offers product categories that allow its customer to select items to complement her apparel selections. It offers fashion jewelry, scarves, and handbags or footwear.

**Upscale Outlets:** In 2009, the company entered the upscale outlet market, operating 18 upscale outlets, as of January 30, 2010.

## Direct Marketing

The company's Direct Marketing segment includes its catalog and Internet channels. In 2009, the company issued 19 separate Talbots catalogs across all business concepts with a circulation of approximately 36.6 million.

The company's Internet channel is an extension of its existing store and catalog channels, offering the same assortment of its store and catalog merchandise. The company also utilizes its Internet channel as an inventory clearance tool via its on-line outlet vehicle.

Sales orders from its Web site are merged into the existing catalog fulfillment system, allowing shipping of merchandise. Customers can check the availability of merchandise at the time of purchase and the Web site would provide examples of alternative merchandise if items are unavailable. Additionally, the Website's 'online chat' feature

allows customers to communicate with customer service representatives.

### Strategic Alliances

The company has formed a strategic partnership with Li & Fung. In August 2009, the company entered into a buying agency agreement with an affiliate of Li & Fung Limited, a Hong Kong-based consumer goods exporter (Li & Fung), to act as the exclusive global apparel sourcing agent for all Talbots apparel, as of September 2009.

### History

The Talbots, Inc. was founded in 1947.

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.

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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?

## I would like to order

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