

# Timberland Co. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

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

The report contains detailed information about Timberland Co. 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 Timberland Co.. 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 Timberland Co. 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 Timberland Co. 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 Timberland Co. business.

## **About Timberland Co.**

The Timberland Company engages in designing, developing, engineering, marketing and distributing footwear, apparel and accessories products for men, women, and children. The company sells its products through independent retailers, better-grade department stores, athletic stores, and other national retailers, through Timberland-owned retail, including stores and Internet sales, and through a mix of independent distributors, franchisees, and licensees worldwide.

### Segments

The company manages its business in three segments: North America, Europe, and Asia.

The North America segment consists of the sale of products to wholesale customers in the United States and Canada, as well as the company-operated specialty, factory outlet and footwear plus stores in the United States and its U.S. e-commerce businesses. This segment also includes royalties from licensed products sold worldwide.

The Europe and Asia segments consist of the marketing, selling and distribution of

footwear, apparel and accessories and licensed products outside of North America. Products are sold outside of the United States through its subsidiaries (which use wholesale and retail channels, including e-commerce in the United Kingdom, to sell footwear and apparel and accessories), independent distributors, and licensees.

## North America

The company's wholesale customer accounts within North America include independent retailers, better-grade department stores, outdoor specialty stores, national athletic accounts, general sporting goods retailers and other national accounts. It also services its wholesale accounts through its principal showroom in New York City and regional showrooms in Atlanta, Georgia, Dallas, Texas and Miami, Florida.

As of December 31, 2009, in the United States the company operated 6 specialty stores, which carry current season, merchandise, including footwear, apparel, and accessories; 59 factory outlet stores, which serve as a primary channel for the sale of excess, damaged or discontinued products from specialty stores and also sells products specifically made for them; and 4 footwear plus stores. The company also sells products online through its Internet store at [www.timberland.com](http://www.timberland.com). The company also sells products online through its Internet stores at [www.smartwool.com](http://www.smartwool.com) and [www.ipath.com](http://www.ipath.com).

## Europe

The company sells its products in Europe through its sales subsidiaries in the United Kingdom, Italy, France, Germany, Switzerland, Austria, Belgium, the Netherlands, and Spain. As of December 31, 2009, the company operated 44 company-owned specialty stores and shops and 16 factory outlet stores in Europe. Timberland products are also sold in Europe, the Middle East, Africa, Central America, and South America by distributors, franchisees, and commissioned agents, some of which may also operate Timberland stores located in their respective countries.

SmartWool products are sold in Europe, the Middle East, and Africa through a combination of agents and distributors, and are also available in company-owned Timberland stores, as well as online at [www.timberlandonline.co.uk](http://www.timberlandonline.co.uk).

Located in the United Kingdom, howies Limited develops and markets active sports apparel and sells its products through 3 howies-owned retail stores, catalogs, online at [www.howies.co.uk](http://www.howies.co.uk), and through independent retailers.

## Asia

The company sells its products in Asia through its sales subsidiaries in Japan, Hong Kong, Singapore, Taiwan, China, and Malaysia. Most of these sales subsidiaries provide support for the sale of its products to wholesale customers and operate Timberland stores in their respective countries. As of December 31, 2009, the company operated 67 company-owned specialty stores and shops and 19 factory outlet stores in Asia. Timberland products are sold elsewhere in Asia and Australasia by distributors, franchisees, and commissioned agents, some of which may also operate Timberland stores located in their respective countries.

## Products

The company's products fall into two primary categories: footwear and apparel and accessories.

## Footwear

The company offers various footwear products for men, women and children. Its Ti

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?

## I would like to order

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