

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

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Abstracts

Verdant 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 Verdant Brands, Inc. and its competitors. This provides our Clients with a clear understanding of Verdant Brands, Inc. position in the Industry.

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

About Verdant Brands, Inc.

Verdant Brands, Inc., incorporated in the State of Minnesota in 1961, develops, manufactures and markets environmentally sensitive and traditional lawn and garden products for the consumer and commercial markets. The company also operates full service dealerships that distribute pest control products to specialty agricultural growers and to turf and ornamental plant growers in the commercial market. The company's product lines consist of proprietary and non-proprietary pest control products and, to a much lesser extent, fertilizers and grass seed products.

Business Segments

The company conducts its business in three major market segments. These segments consist of the consumer products segment, the commercial products segment and the commercial dealer segment.

Consumer Products Segment: The products the company sells to the consumer products segment are environmentally sensitive pest control products and fertilizers sold under the Safer®, SureFire®, ChemFree®, Blocker®, Insectigone® and Ringer® brands, and traditional pest control products sold under the Dexol® and various private label brands, including Black Leaf®.

The company sells consumer products in the United States through a variety of retail distribution channels in all fifty states. These distribution channels include retail mass merchants, hardware co-operatives, catalog operators and lawn and garden wholesale distributors who resell the company's products to retail garden centers, nurseries, hardware stores and home centers. Some significant retailers selling the company's products include The Home Depot, Wal-Mart, Lowes, Target, Tru-Serve, Menards and Frank's Nursery & Crafts.

The principal competitors in the consumer pest control market are Scotts Miracle Gro (Ortho® brand) and United Industries (Spectracide® brand).

The principal competitor in the consumer fertilizer market is Scotts Miracle Gro. Other significant competitors include Lebanon (Greenview® brand) and Milwaukee Sewer Improvement District (Milorganite® brand).

Commercial Products Segment: The products the company sells to the commercial markets are environmentally sensitive pest control products using the CheckMate® and BioLure® brands, and traditional pest control products using the AllPro® brand.

Commercial Dealer Segment: Through a wholly-owned subsidiary acquired with the acquisition of Consep, Inc., the company owns and operates seven full-line commercial dealerships which offer products and services to the specialty agricultural market.

Products

The company's major product categories are environmentally sensitive pest control products, traditional pesticides, and microbial fertilizers.

Environmentally Sensitive Pest Control Products: The company sells its environmentally sensitive pest control products under the Safer®, SureFire®, ChemFree®, Blocker®, Insectigone®, CheckMate® and BioLure® brand names.

The Safer® branded line of pest control products use naturally occurring microbes, botanical derivatives, and synthesized versions of natural botanical derivatives as active ingredients. The active ingredients, used alone or in combinations, are formulated to control specific insects, weeds and fungal diseases. Active ingredients include fatty acids, pyrethrum (a derivative of a certain chrysanthemum flower), pyrethroids (synthetic variations of pyrethrum), neem (a derivative of the tropical neem tree),

bacterium strains that are toxic to certain specific insects, and elemental sulfur. The Safer® branded environmentally sensitive pest control products biodegrade more rapidly and have a lower mammalian toxicity rating than most traditional pesticides.

The SureFire®, ChemFree® and Insectigone® branded pest control products consist of a broad line of consumer products used to trap or otherwise control pests in homes, lawns and gardens. Most of the SureFire®, ChemFree® and Insectigone® branded pest control products use the company's proprietary technologies, which include the use of controlled release attractants to lure insects into traps and the use of patented baits and powdered diatomaceous earth which kill crawling insects upon contact.

The Blocker® b

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.

Contents

RESEARCH METHODOLOGY

DISCLAIMER

1. VERDANT BRANDS, INC. COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

2. VERDANT BRANDS, INC. BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

3. VERDANT BRANDS, INC. SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

4. VERDANT BRANDS, INC. FINANCIAL ANALYSIS

- 4.1. Financial Statements
 - 4.1.1. Income Statement
 - 4.1.2. Balance Sheet
 - 4.1.3. Cash Flow
- 4.2. Financial Ratios
 - 4.2.1. Profitability
 - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

5. VERDANT BRANDS, INC. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. Verdant Brands, Inc. Direct Competitors
- 5.2. Comparison of Verdant Brands, Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Verdant Brands, Inc. and Direct Competitors Stock Charts
- 5.4. Verdant Brands, Inc. Industry Analysis
 - 5.4.1. Industry Snapshot
 - 5.4.2. Verdant Brands, Inc. Industry Position Analysis

6. VERDANT BRANDS, INC. NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

7. VERDANT BRANDS, INC. EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. VERDANT BRANDS, INC. ENHANCED SWOT ANALYSIS²

9. UNITED STATES PESTEL ANALYSIS²

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

10. VERDANT BRANDS, INC. IFE, EFE, IE MATRICES²

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

11. VERDANT BRANDS, INC. PORTER FIVE FORCES ANALYSIS²

12. VERDANT BRANDS, INC. VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

Verdant Brands, Inc. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit
Profit Margin Chart
Operating Margin Chart
Return on Equity (ROE) Chart
Return on Assets (ROA) Chart
Debt to Equity Chart
Current Ratio Chart
Verdant Brands, Inc. 1-year Stock Charts
Verdant Brands, Inc. 5-year Stock Charts
Verdant Brands, Inc. vs. Main Indexes 1-year Stock Chart
Verdant Brands, Inc. vs. Direct Competitors 1-year Stock Charts
Verdant Brands, Inc. Article Density Chart

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.

List Of Tables

LIST OF TABLES

Verdant Brands, Inc. Key Facts
Profitability
Management Effectiveness
Income Statement Key Figures
Balance Sheet Key Figures
Cash Flow Statement Key Figures
Financial Performance Abbreviation Guide
Verdant Brands, Inc. Key Executives
Verdant Brands, Inc. Major Shareholders
Verdant Brands, Inc. History
Verdant Brands, Inc. Products
Revenues by Segment
Revenues by Region
Verdant Brands, Inc. Offices and Representations
Verdant Brands, Inc. SWOT Analysis
Yearly Income Statement Including Trends
Income Statement Latest 4 Quarters Including Trends
Yearly Balance Sheet Including Trends
Balance Sheet Latest 4 Quarters Including Trends
Yearly Cash Flow Including Trends
Cash Flow Latest 4 Quarters Including Trends
Verdant Brands, Inc. Profitability Ratios
Margin Analysis Ratios
Asset Turnover Ratios
Credit Ratios
Long-Term Solvency Ratios
Financial Ratios Growth Over Prior Year
Verdant Brands, Inc. Capital Market Snapshot
Verdant Brands, Inc. Direct Competitors Key Facts
Direct Competitors Profitability Ratios
Direct Competitors Margin Analysis Ratios
Direct Competitors Asset Turnover Ratios
Direct Competitors Credit Ratios
Direct Competitors Long-Term Solvency Ratios
Industry Statistics

Verdant Brands, Inc. Industry Position
Company vs. Industry Income Statement Analysis
Company vs. Industry Balance Sheet Analysis
Company vs. Industry Cash Flow Analysis
Company vs. Industry Ratios Comparison
Verdant Brands, Inc. Consensus Recommendations¹
Analyst Recommendation Summary¹
Price Target Summary¹
Experts Recommendation Trends¹
Revenue Estimates Analysis¹
Earnings Estimates Analysis¹
Historical Surprises¹
Revenue Estimates Trend¹
Earnings Estimates Trend¹
Revenue Revisions¹

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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