

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

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## Abstracts

The Walking Company Holdings, 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 Walking Company Holdings, Inc. and its competitors. This provides our Clients with a clear understanding of The Walking Company Holdings, Inc. position in the Industry.

The report contains detailed information about The Walking Company Holdings, 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 Walking Company Holdings, 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 Walking Company Holdings, 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 Walking Company Holdings, 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 Walking Company Holdings, Inc. business.

## **About The Walking Company Holdings, Inc.**

Big Dog Holdings, Inc. engages in the development and marketing of apparel and other consumer products through company-operated retail stores located in the United States. The company's subsidiaries include Big Dog Sportswear (Big Dogs) and The Walking Company (TWC).

### Segments

The company operates in two segments: Big Dogs and TWC.

### Business of BIG DOGS

Big Dogs offer a collection of consumer products, including active wear, casual sportswear, accessories and gifts for men and women of all ages. BIG DOGS is an All-American, family-oriented brand. The BIG DOGS brand is designed to appeal to men, women and children of all ages, especially when they are engaged in leisure or recreational activities.

The company develops apparel products, which include a variety of basic apparel and related products. These apparel products include graphic T-shirts, shorts, knit and woven shirts, fleece items, loungewear and boxer shorts. In addition to its BIG DOGS line of activewear and casual sportswear for men and women, the company has a LITTLE BIG DOGS line of infants' and children's apparel and a BIG BIG DOGS line of big-size apparel. The company also sells a line of non-apparel products, including plush animals, stationery and pet products, which feature Big Dog graphics and are developed to complement the company's apparel.

BIG DOGS is sold through 145 company-owned stores and through its customer-direct business of catalog and online sales.

### Merchandising

The company's apparel lines include full collections of classic unisex casual sportswear and activewear for adults and for big sizes, as well as collections for infants and children.

**Adult Apparel and Accessories:** Big Dogs sells a line of adult unisex activewear and casual sportswear. The company offers screen-printed and embroidered T-shirts and sweatshirts, in a variety of styles and colors that display the Big Dogs' graphics and slogans. In addition, the company offers shorts, knit and woven casual shirts, fleece tops and bottoms, loungewear, boxer shorts, swimwear and sleepwear, all of which feature print designs or the BIG DOGS' name and/or dog logo. Adult apparel line primarily focuses on basic items that recur with relatively minor variation from season-to-season and year-to-year.

**Big-Size Apparel:** BIG BIG DOGS' category offers a line of unisex activewear and casual sportswear. This category features screen-printed and embroidered T-shirts and sweatshirts, in a variety of styles and colors that display the BIG DOGS' graphic themes and slogans. In addition, the company offers shorts, knit and woven casual and sports shirts, fleece tops and bottoms, loungewear, boxer shorts, swimwear and sleepwear, which may feature print designs or simply the BIG DOGS' name and/or dog logo.

**Infants' and Children's Apparel and Accessories:** The LITTLE BIG DOGS line includes infants, toddlers, kids and youth sizes. Products in this line include graphic T-shirts, shirts, fleece items, infant and toddler one-pieces, boxer shorts, dresses and shorts, all of which feature distinctive graphics.

## Business of TWC

TWC is a chain of specialty retail stores selling technically designed comfort footwear and accessories to both men and women, including such brands as ECCO, Mephisto, Dansko, Merrell and Pikolinos.

## Merchandising

The TWC product line features branded comfort footwear and accessories. The professional comfort line focuses on working professionals who spend long hours on their feet. The dress comfort line includes formal styles. The sport & active comfort line combines function and performance with style and design to create products that fit an active lifestyle. The casual comfort line includes comfort footwear for casual, everyday use. TWC also sells accessories that are designed to add to the comfort of the walking experience. During spring/summer, the focus shifts toward sandals. During the fall/winter, the focus shifts toward boots, slippers and all-weather footwear.

**Retail Stores:** As of December 31, 2006, the company operated a total of 151 stores in 37 states and the District of Columbia.

## Competition

Big Dogs, within each merchandise category, competes with apparel and specialty retail companies such as The GAP and Eddie Bauer and The Disney Stores.

## History

Big Dog Holdings, Inc. was founded in 1992.

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?

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