

# Lovable Lingerie Ltd.- Company Information & Swot Analysis

<https://marketpublishers.com/r/LA0635B273FEN.html>

Date: March 2012

Pages: 41

Price: US\$ 100.00 (Single User License)

ID: LA0635B273FEN

## Abstracts

### EXECUTIVE SUMMARY-

Lovable Lingerie Ltd is the one of India's leading manufacturers and seller of women's innerwear. The company caters to premium segment market in India under the brand name of "Lovable" and to mid segment market under the brand of "Daisy Dee". "Lovable" is amongst the top three most preferred brand in women's innerwear in India.

IS Advisors takes you through the Company information and a detailed SWOT Analysis of the company in this report. The report provides useful and comprehensive information about the company. This coupled with SWOT Analysis can be utilized for investment related decision.

### SCOPE OF THE REPORT

Company's business profile at a glance

Aerial view of the company's financial performance

Study of the major internal and external factors affecting the company, in the form of SWOT framework

Examines and identifies key information and issues about company for business intelligence requirements

Financial comparison of the company with its peers

## **REASONS TO BUY**

To enhance the understanding of the company

To understand the various factors which are fuelling the growth and those which are/will be critical for the company's performance in the near term

Comprehensive report covering all the aspects required to understand the company's performance weighing against the peers

## Contents

### **1. SNAPSHOT**

- 1.1 Company Details
- 1.2 Company Address
- 1.3 Price Information
- 1.4 Company Size
- 1.5 Company vs. Sensex

### **2. FINANCIAL HIGHLIGHTS**

- 2.1 Key Financials (in USD)
- 2.2 Key Ratios
- 2.3 Market Cues

### **3. PROFILE**

- 3.1 Background
- 3.2 Business Profile

### **4. KEY PERSONNEL**

### **5. SHAREHOLDERS INFORMATION**

- 5.1 Shareholding Pattern (Last 5 Quarters)
- 5.2 List of Key Shareholders

### **6. PEER GROUP COMPARISON**

### **7. SWOT ANALYSIS**

- 7.1 Strengths
  - 7.1.1 Strong Brand to Garner Market Share
  - 7.1.2 Varied Product Range
  - 7.1.3 Strong Distribution Network
  - 7.1.4 Integrated Operations and Economies of Scale
  - 7.1.5 Healthy Financials
- 7.2 Weaknesses

- 7.2.1 Increased Promotional Spends
- 7.2.2 Absence in Men's Segment
- 7.2.3 Fragmented Nature of Industry
- 7.3 Opportunities
  - 7.3.1 Massive Untapped Opportunity in the Innerwear Market
  - 7.3.2 Rising Working Women Population in the Country
  - 7.3.3 Increasing Urbanization
  - 7.3.4 Favorable Demographics
  - 7.3.5 Growing Organized Retail
  - 7.3.6 JV with Lifestyle Galleries to Benefit
- 7.4 Threats
  - 7.4.1 Low Degree of Brand Loyalty
  - 7.4.2 Labour Intensive Nature of Company
  - 7.4.3 Competition from other Manufacturers
  - 7.4.4 Evolving Fashion Trends in the Innerwear Industry: A Threat
  - 7.4.5 Fluctuations in Interest Rates and Availability of Credit
  - 7.4.6 Fluctuations in the Availability, Prices and Quality of Raw Materials
  - 7.4.7 100% FDI IN Single Brand Retail: A Threat

## **8. FINANCIALS (IN USD)**

- 8.1 Quarterly Income & Expenditure Statement
- 8.2 Annual Income & Expenditure Statement
- 8.3 Balance Sheet
- 8.4 Cash Flow Statement

## **9. RATIO ANALYSIS**

## List Of Figures

### LIST OF FIGURES

- Figure 1 Lovable's Segments and Sub-Brand
- Figure 2 Lovable Acceptance
- Figure 3 Revenue Break down across Brands
- Figure 4 Revenue Break down across Products
- Figure 5 Range of Products
- Figure 6 Net Sales (FY07-FY11)
- Figure 7 Net Profit (FY07-FY11)
- Figure 8 Operating Profit (FY07-FY11)
- Figure 9 Debt (FY07-FY11)
- Figure 10 Lovable Opportunity Size
- Figure 11 Lovable Production Volumes
- Figure 12 Innerwear Market- Volume
- Figure 13 Innerwear Market- Value
- Figure 14 Women Population (2000-2020E)
- Figure 15 Disposable Income (FY06-FY10)
- Figure 16 Market Structure of Lingerie Market
- Figure 17 Market Share: Premium Lingerie Market
- Figure 18 Cotton Monthly Price

## I would like to order

Product name: Lovable Lingerie Ltd.- Company Information & Swot Analysis

Product link: <https://marketpublishers.com/r/LA0635B273FEN.html>

Price: US\$ 100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/LA0635B273FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970