

K-SWISS INC.



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The goal of this report is to assist managers in gauging a company's financial performance vis--vis firms competing in the same sector, at the global level. In particular, this report covers K-SWISS INC., WEST LAKE VILLAGE, USA.

With the globalization of markets, greater foreign competition, and the reduction of entry barriers, it becomes all the more important to benchmark a company's performance against other firms on a worldwide basis. Doing so, however, is not an obvious task. First, one needs to find firms competing in the same sector. Second, one needs to control for exchange rate volatility. Finally, one needs use comparable financial standards. This report overcomes these issues and gives full financial benchmarks vis--vis worldwide competitors who are present in the same narrow industrial classification. Benchmarks cover assets, liabilities, income and ratios. Since our reports are printed on demand, the figures available are for the latest quarter and are the most up to date available (4 reports are produced each year).

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