

The Hain Celestial Group

Presented By
Donal Manning
James E. Salter
Andre Tuinzing



Overview

- Hain Celestial
- Industry Overview
- External Environment
- Five Forces Analysis
- Distribution
- Competitive Analysis
- SWOT Analysis
- Hain Strategy
- Diversification
- Organizational Structure/Leadership
- Role of Internet
- Issues
- Recommendations





Hain Celestial

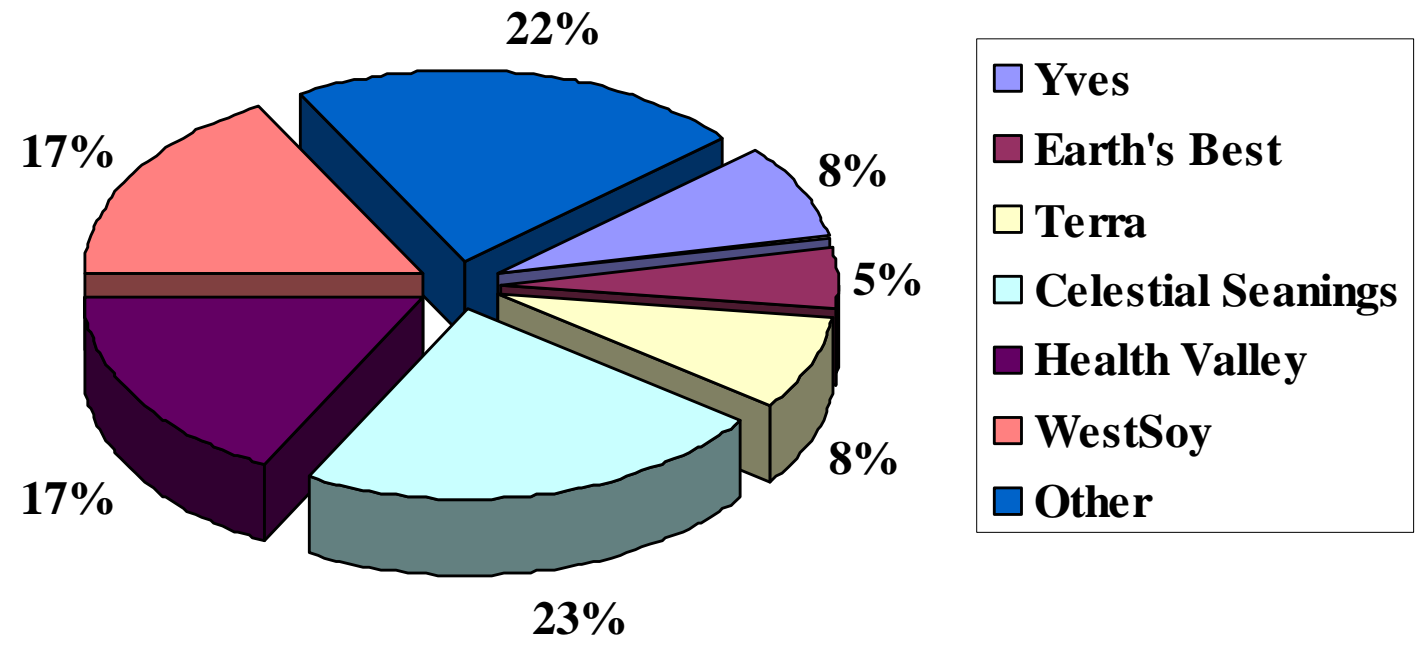


- Hain brand name traced back to 1926
- Markets and sells dry, refrigerated and frozen natural foods
- Specialty Foods
- Snack Foods
- Sales growth in 1993 from \$2M to \$450M in 2002
- Growth of Brands

Hain Celestial



Sales for Rocket Brands 2001

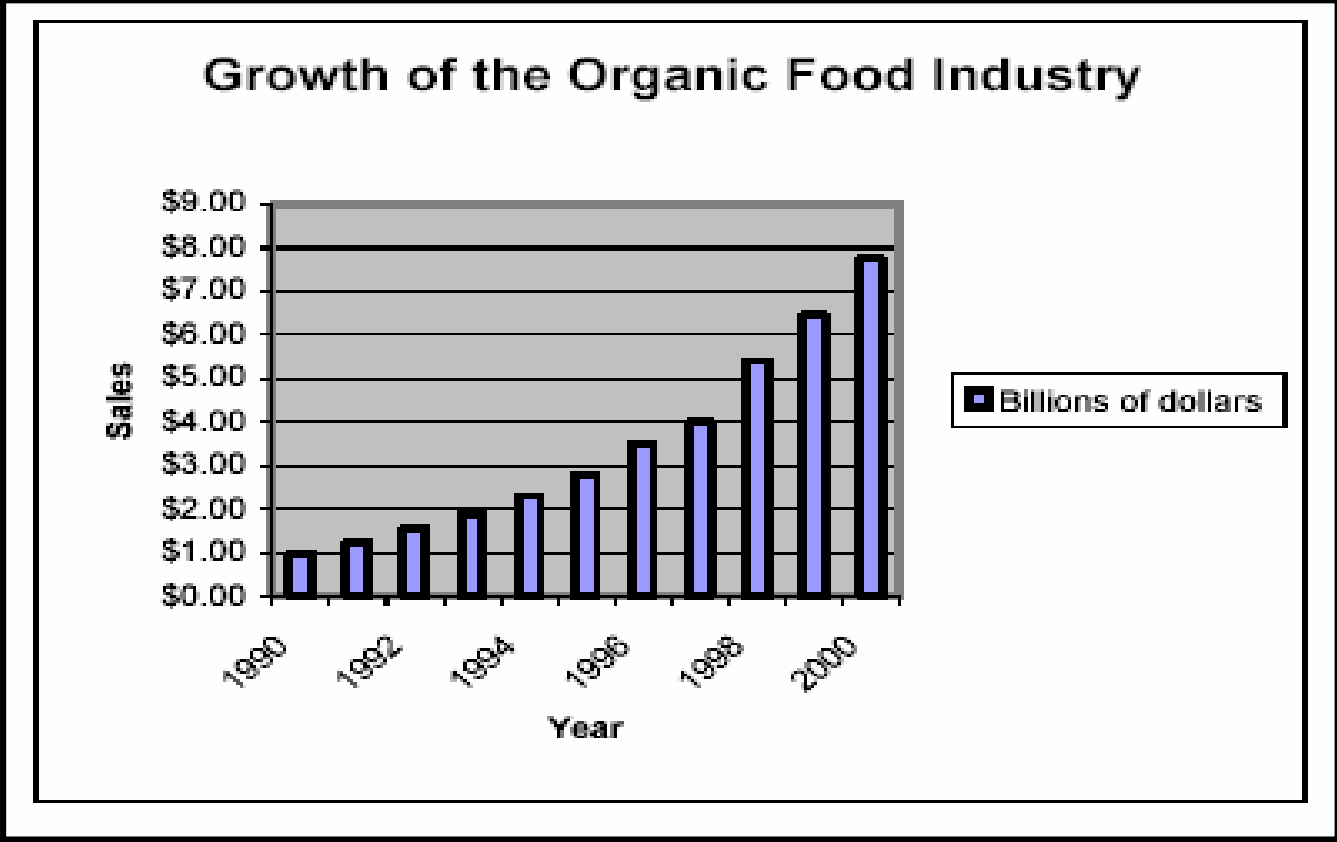


Industry Overview

- Consolidation
- NOP Program
- Sales
- Trends

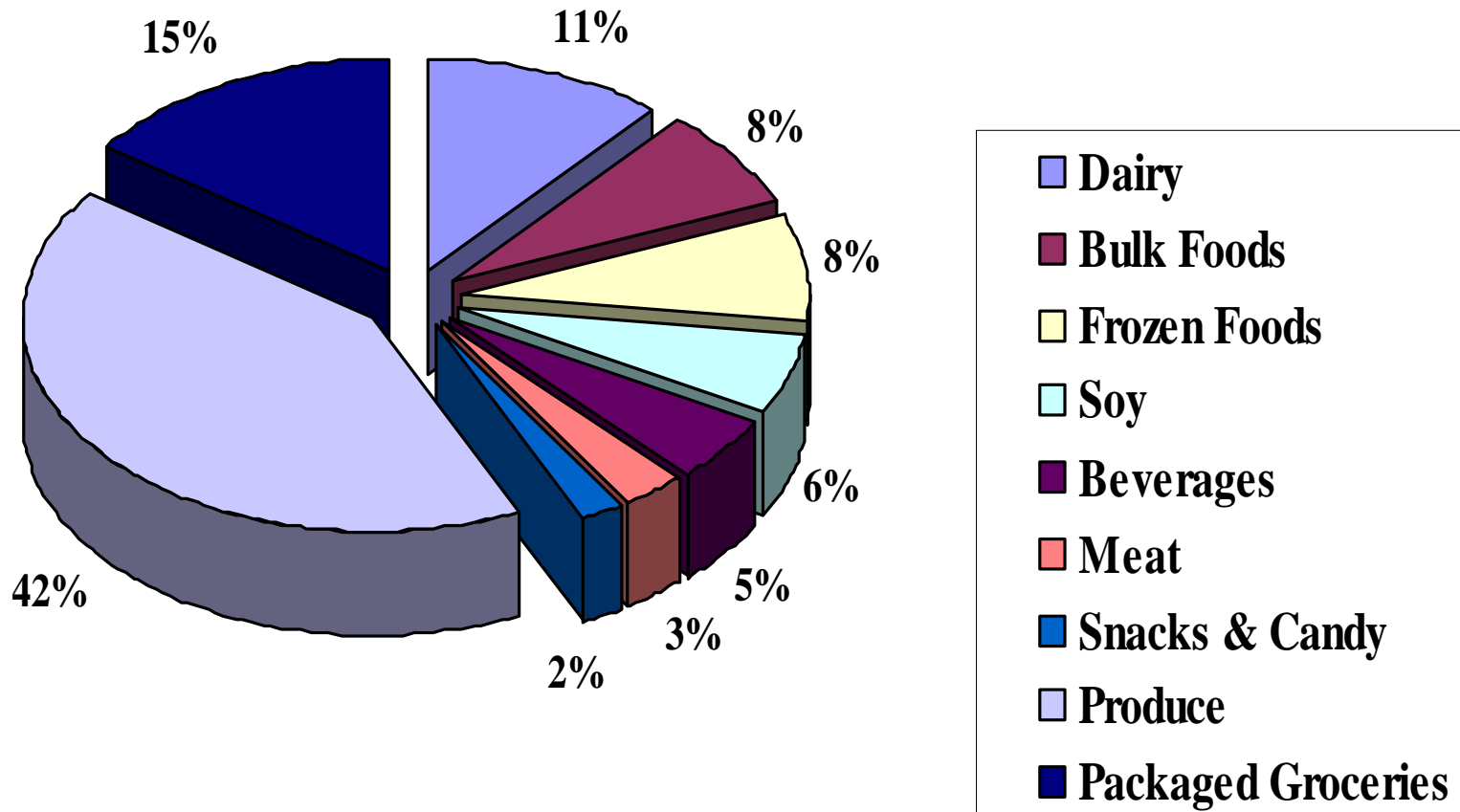


Growth of Organic Food Industry





US Organic Food Sales by Product Category (2002)



External Environment

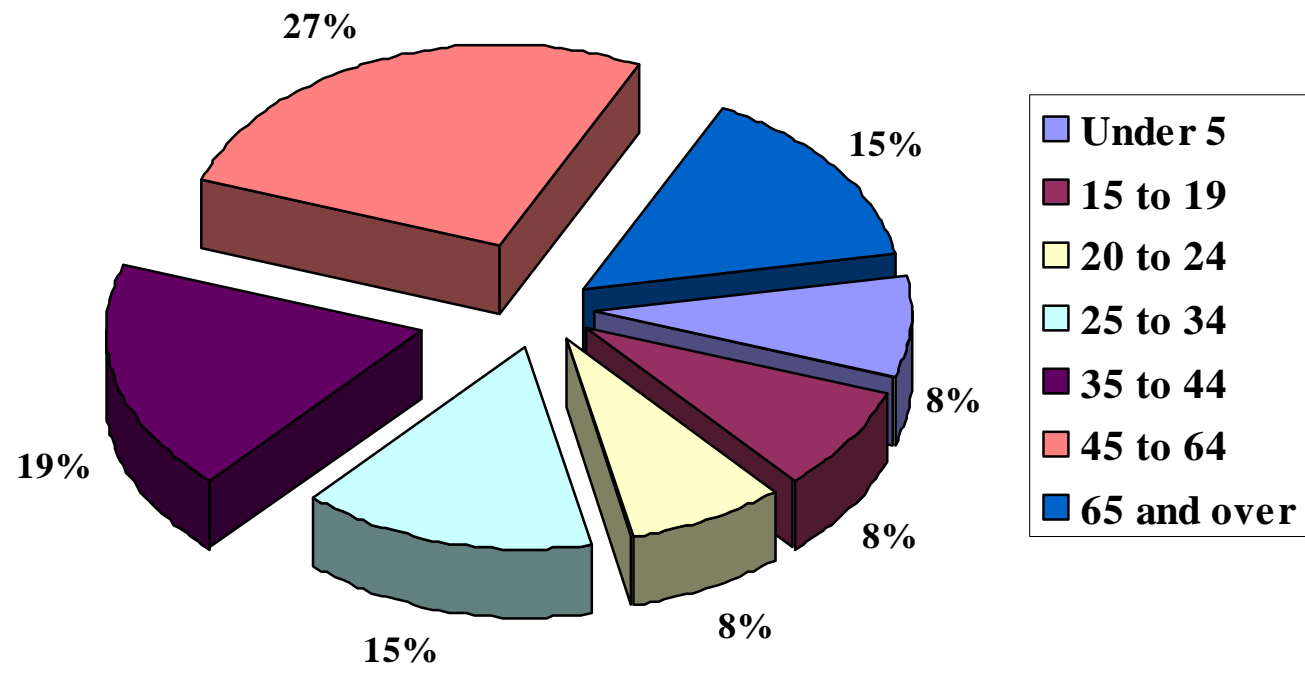
- Political/Legal
- Sociocultural
- Economic Segment
- Technological Segment
- Global Segment
- Demographic Segment



U.S. Demographics



U.S. Population Age Groups



Five Forces

- Threat of New Entrants
- Power of Suppliers
- Power of Buyers
- Threat of Substitutes
- Rivalry among Competitors



Distribution



- Tradition
- Consolidation
- Distributors
- Wholesalers
- Retailers



Competitive Analysis



- General Mills
- Kellogg's
- Kraft Foods Inc.
- Nestle S.A.



SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats



Strengths

- Brand Portfolio
- Flat Corporate Structure
- Heinz Partnership
- Outsourcing
- Recipes & Formulas
- Acquisitions
- CEO Irwin Simons



Weaknesses

- Brand Awareness
- Advertising Budget
- Small Company
- Slow Growth
- Heinz Partnership
- Distribution



Opportunities



- Growing Industry
- Category Growth
- Distribution
- Demographics
- International
- New Brands



Threats

- Consistent Supply
- Sustainable Agriculture
- Unfavorable Press
- Increased Competition
 - Acquisitions
 - Consolidation
 - Declining Price Premiums



Current Strategy

- Acquisitions
- Brand Development
- Centralized Sales, Marketing, and Distribution



Diversification



- Concentric
- Range of Products
- Acquisitions
- Complementary Brands



Organizational Structure/Leadership



- CEO Irwin Simon
- Acquisitions
- Flat Hierarchy
- Alliances

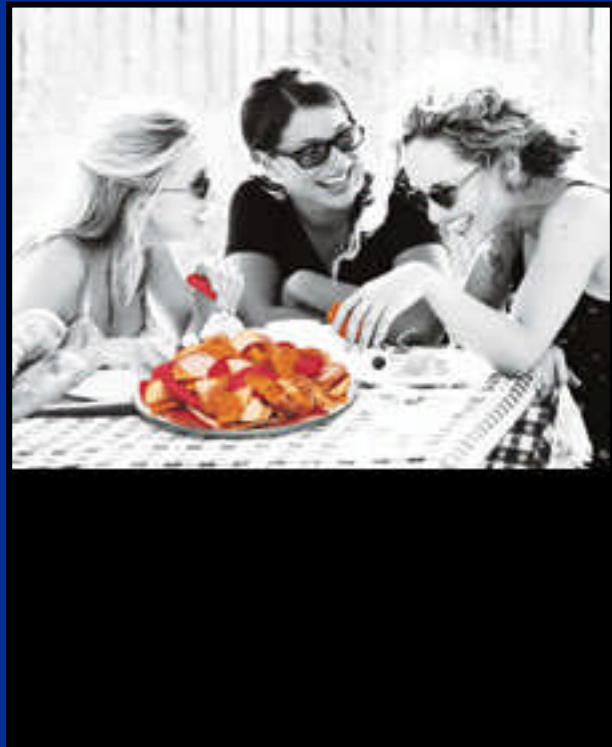


Role of Internet

- Educate
- Marketing Tool
- Brand Awareness
- Brand Development
- Supply Chain Management



Issues



- Competition
- Distribution
- Marketing
- Brand Awareness
- Consumer Awareness

Recommendations



- Rocket Brands
- Acquisitions
 - Organic Beer
 - Enhanced Water
 - Snack Bars
 - Cold Cereals
 - Organic Chocolates
- International



Review

- Hain Celestial
- Industry Overview
- External Environment
- Five Forces Analysis
- Distribution
- Competitive Analysis
- SWOT Analysis
- Hain Strategy
- Diversification
- Organizational Structure/Leadership
- Role of Internet
- Issues
- Recommendations



Remember...

**...Consuming Organic Foods
Increases Ones Libido!**

THE HAIN
CELESTIAL
GROUP 