



Dollar General Corporation (DG)

Earning Report Outlook

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Summary

Dollar General is a well-known American chain of variety stores that specializes in selling a wide range of inexpensive household goods, food, clothing, and other everyday items. Founded in 1939 by J.L. Turner and his son Cal Turner Sr., Dollar General has grown into one of the largest discount retailers in the United States, with thousands of stores spread across the country. One of the company's goals is to be able to provide customers with affordable goods in close and convenient locations, mainly operating in small towns and rural areas that target customers who might not have easy access to large retail chains or supermarkets.

Dollar General offers a broad and diverse product selection which covers many categories of goods. They offer household essentials such as cleaning supplies, kitchenware, home decor, and offer grocery items such as snacks, canned goods, and beverages. Along with basic apparel and health-related items, there are wide selections of affordable products available at these stores.

One of Dollar General's core strengths is its commitment to keeping prices low. The company focuses on providing value to their customers by sourcing products from a variety of manufacturers, negotiating bulk discounts, and keeping their operating costs low. This enables the company to offer competitive prices on a wide range of goods which appeals to the budget-conscious shoppers. Along with this, the company operates under a convenience-oriented business model where their stores are designed for fast and easy shopping with straightforward layouts and minimal frills. This allows its customers to find what they need without excessive browsing or navigation of stores.

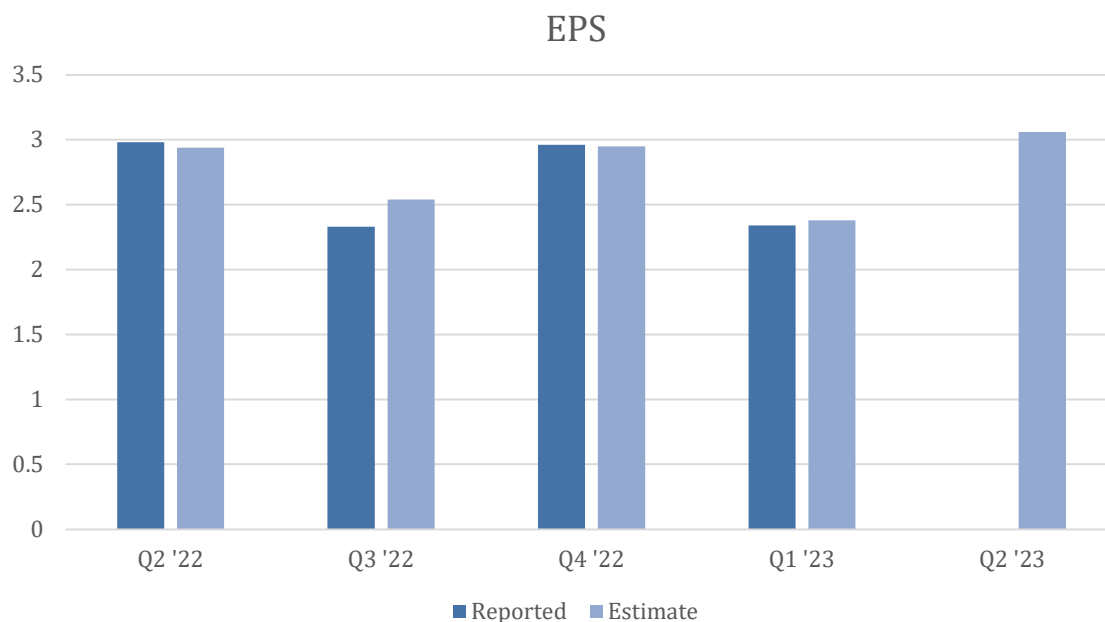
In recent years, Dollar General has expanded its footprint and made efforts to improve the shopping experience for its customers. While keeping store layouts simple, they have upgraded them and introduced new fixtures and signage while enhancing their product offering. This includes fresher products and perishable food items due to the growing demand of healthier food options. Furthermore, the company has launched private-label brands, offering exclusive products that are competitively priced. These brands span multiple categories which helps differentiate Dollar General from its other competitors while maintaining their trademark affordability. The company has also invested in digital initiatives to allow its customers to shop online and access digital coupons, further increasing convenience.

Dollar General also has a commitment to social responsibility through many initiatives. They have established the Dollar General Literacy Foundation which aims to promote literacy and education by providing grants to nonprofit organizations, schools, and libraries. The foundation also supports adult literacy programs. To add on, the company also takes an importance in their employee development and wellbeing. Dollar General is committed to enhancing the skills and knowledge of their employees through development programs while also offering competitive benefits packages which include healthcare, retirement plans, and employee assistance programs which support the physical and mental well-being of their employees.

By implementing these social responsibility initiatives, Dollar General demonstrates a commitment to making positive differences in the lives of the people within their community. Their focus on education, community outreach, environmental sustainability, diversity, and employee well-being showcases their dedication to being a responsible corporate citizen. Through these efforts, Dollar General aims to create long-term value for both their customers and the communities they serve.

Analysis

Fundamental



Dollar General has reported earnings that are extremely close to the predictions of professional analysts who take many factors of a company's possible earnings into consideration. In the past four quarters, Dollar General has remained within a close margin between reported EPS and forecasted EPS with the largest differential being in the fourth quarter of 2022 where their earnings were 0.22 less than estimated.

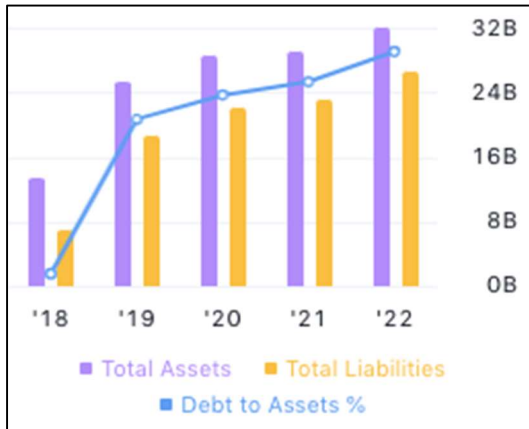
It should also be noted that Dollar General has been able to positively grow their EPS for the past 8 years, with the only exception being 2019 where their EPS had gone down by 5.31%.



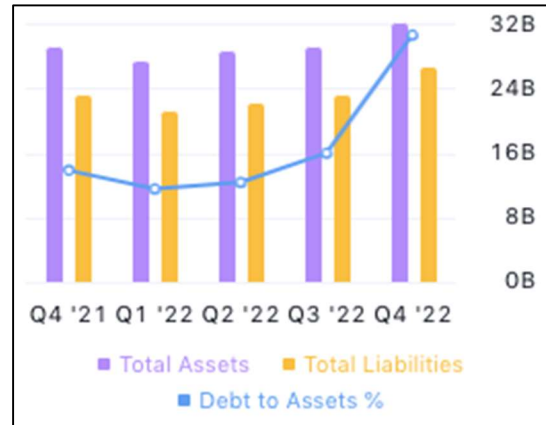
Income Statements (Annual)



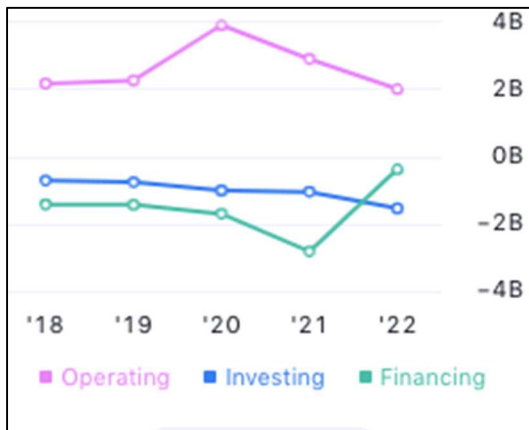
Income Statements (Quarterly)



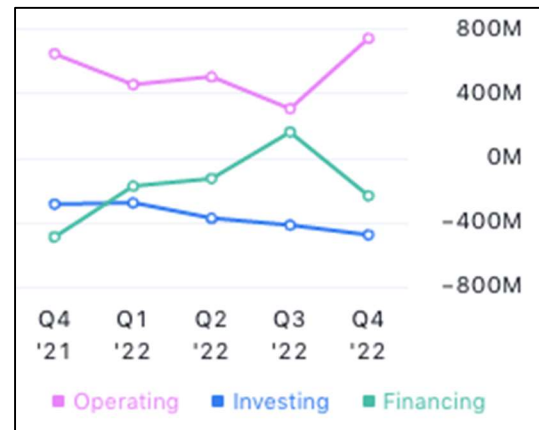
Balance Sheet (Annual)



Balance Sheet (Quarterly)

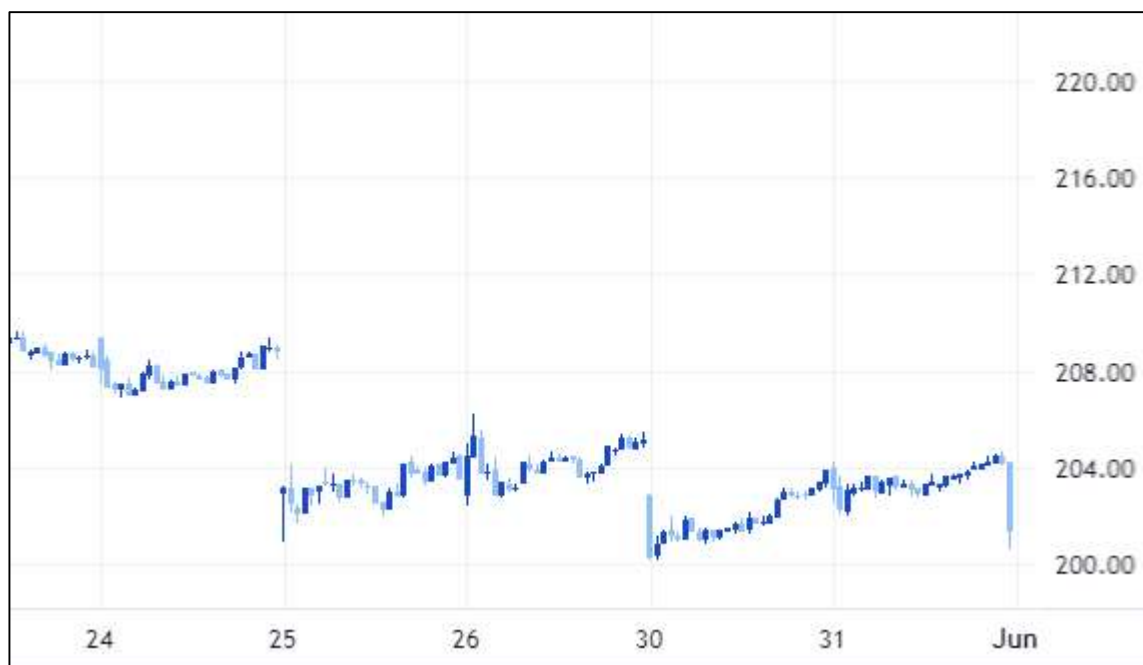


Cash Flow (Annual)



Cash Flow (Quarterly)

Technical



The chart above displays Dollar General's stock since the beginning of 2023, which is now down 16.87% this year. This is due to many factors such as the company missing earnings estimates and poor announcements made by the company.

The drop that is shown in the middle of February is due to stores being closed down because of goods and products being overcrowded in the stores which are becoming fire hazards. Local fire marshals by these certain stores have ordered them to close down until they can clean up the clutter of goods that are taking up break rooms and isles in the stores. Overall, the assets have shown a decline for the past year which has made investors trust the company less as their earning report comes closer.

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