

# African Minerals Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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# **Abstracts**

African Minerals Limited 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 African Minerals Limited and its competitors. This provides our Clients with a clear understanding of African Minerals Limited position in the Metals and Mining Industry.

The report contains detailed information about African Minerals Limited 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 African Minerals Limited. 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 African Minerals Limited 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 African Minerals Limited 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 African Minerals Limited business.

### **About African Minerals Limited**

Sierra Leone Diamond Company Limited operates as a diamond exploration and development company focusing exclusively on the West African country of Sierra Leone.

The company's mineral licences cover the northern third of the country including the area to the north and east of the known Koidu diamondiferous kimberlite field at Yengema, the newly discovered Kamakwie diamond field in the northwest of the country.

The company and its wholly owned subsidiaries (SLDC Group) have assembled a largest portfolio of mineral rights in Sierra Leone, covering approximately 36,364 square kilometers, which rights include diamonds, metals, base metals, iron ore, rutile, bauxite and rare earths.

The SLDC Group is developing Sierra Leone's diamond and mineral potential through a modern, systematic exploration program using its five regional support bases and has assembled an experienced management team both locally in Sierra Leone and internationally.



The SLDC Group holds 20 exclusive exploration and prospecting licenses in Sierra Leone (Mineral Licences) and has entered into one option and joint venture agreement with General Investigation and Development Company Limited (GIDC).

The company's mineral licences cover the northern third of the country including the area to the north and east of the known Koidu diamondiferous kimberlite field at Yengema, the newly discovered Kamakwie diamond field in the northwest of the country, the southwestern area of the country adjacent to the coastal plain and the lower half of the Sewa River area.

### **SEWA RIVER**

The Sewa River Block of eight licenses extends approximately 97 kilometers up the lower and middle Sewa River from the coastal plain. The license group includes all recorded alluvial diamond occurrences in this stretch of the river.

#### NORTHEAST

The Northeast Block includes the Northeast Regional licence and a series of four smaller licences surrounding and partially including the area of known diamondiferous kimberlites in the Koidu area, as well as two distant licences, in the Sula Mountains and on the northern Guinea border. The northwestern part of the Koidu kimberlitic dyke swarm strikes across the southeastern part of the licence block.

### **NORTHWEST**

In the Northwest Block, in addition to the proposed systematic regional exploration, the company has commenced detailed investigations in the Kamakwie-Kamalu area. The block covers much of the northwest of the country and is largely underlain in the east by Archaean gneiss, with granite intrusives, migmatites and granitoid. The Loko Hills Group supracrustal belt occurs in the northern part of the outcrop area of the Archaean basement rocks. The western part of the block is underlain by south-southwest striking, late Precambrian to Cambrian metasediments and metavolcanics succeeded to the west by granite flanked by narrow zones of Archaean metasedimentary and metavolcanic schists.

### **GORI HILLS**

The Gori Hills block comprises three licenses, and covers the southern 17 kilometers of



the Gori Hills Greenstone Belt and is predominantly underlain by Archaean basement gneiss.

### COASTAL

The Coastal Block runs parallel to the Sierra Leone coastline for approximately 300 kilometers. It is roughly separated into two areas by a central exclusion zone, which applies to the majority of recorded bauxite deposits. The northeastern part of the block covers bands of northwest-striking schists and gneisses flanking an Archaean gneiss core while the southeastern part overlies schists and gneisses and extends onto the Tertiary coastal deposits.

### History

Sierra Leone Diamond Company Limited was founded in 1996.

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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# **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 3×3 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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