

A.P. Møller - Mærsk A/S Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

A.P. Møller - Mærsk A/S 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 A.P. Møller - Mærsk A/S and its competitors. This provides our Clients with a clear understanding of A.P. Møller - Mærsk A/S position in the <u>Sea Transportation</u> Industry.

The report contains detailed information about A.P. Møller - Mærsk A/S 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 A.P. Møller -Mærsk A/S. 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 A.P. Møller - Mærsk A/S 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 A.P. Møller - Mærsk A/S 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 A.P. Møller - Mærsk A/S business.

About A.P. Møller - Mærsk A/S

A.P. Møller - Mærsk A/S operates as a shipping company worldwide. The company's operations are divided into four principal geographical regions: Europe, North and South America, Asia, and Other regions. The A.P. Moller - Maersk Group comprises approximately 1,100 companies.

Business Operations

Container shipping and related activities

Maersk Line is a container shipping company with a network that, as of December 31, 2008, comprised 464 container vessels with a total capacity of 1.9 million TEU. Safmarine is an independently managed shipping company within the A.P. Moller - Maersk Group with a network focused primarily on container transport to and from Africa. Safmarine operates a fleet of 41 container vessels and 21 MPVs (Multi Purpose Vessels).

Maersk Logistics/Damco: Maersk Logistics/Damco operates in two business areas: Forwarding activities that are marketed under the Damco name and Global Supply Chain Management solutions under the name of Maersk Logistics.



Container Inland Services: Container Inland Services is represented in approximately 70 countries with activities within rail and road transportation, container depots, and manufacturing and repair of containers.

APM Terminals

APM Terminals develops and operates container terminals and related activities and is engaged in approximately 50 terminals and terminal projects in 34 countries. APM Terminals provides services to approximately 60 customers.

Tankers, offshore and other shipping activities

Maersk Tankers: Maersk Tankers operates 118 vessels (both own and chartered) in the global market for transport of crude oil, refined oil products, petrochemical gases, and natural gas.

Maersk Drilling and Maersk FPSOs: Maersk Drilling serves oil companies with drilling of exploration and production wells, while Maersk FPSOs operates floating oil and gas production and storage units. Besides their own fleet, Maersk Drilling and Maersk FPSOs also operate one FPSO and two semi-submersible rigs, as well as one jack-up rig, under management contracts. Maersk Drilling also has a 50% ownership interest in Egyptian Drilling Company, which operates 62 land rigs and three jack-up rigs.

Maersk Supply Service: Maersk Supply Service provides global service to the offshore industry, including anchor handling, towage of drilling rigs and platforms, and supply transport.

Svitzer: Svitzer has activities within towage, salvage and other offshore support. Svitzer is represented in approximately 100 ports and operates approximately 500 tugboats and standby vessels.

Norfolkline B.V.: Norfolkline B.V. operates ferries, Ro-Ro vessels and door-todoor transportation in Europe, with the transport of 2.4 million passengers, approximately 700,000 vehicles, and 1.3 million trailers.

Car carriers: The A.P. Moller - Maersk Group is a shareholder in Höegh Autoliners with an ownership share of 37.5%. Höegh Autoliners operates 67 car carriers in a global network with an annual transported volume of 1.9 million car units.



Oil and gas activities

Maersk Oil has production in Denmark, Qatar, Great Britain, and Kazakhstan. It participates in production activities in Algeria without being the operator. The company also conducts exploration activities in the Danish, British and Norwegian sectors of the North Sea, and in Algeria, Angola, Oman, Brazil, and the USA (the Gulf of Mexico).

Retail activity

The Dansk Supermarked Group comprises a range of retail concepts, such as Bilka (hypermarkets), Føtex (quality supermarkets), F. Salling (department stores), and Netto (discount supermarkets).

Shipyards, other industrial companies, interest in Danske Bank A/S

Odense Steel Shipyard Group: During 2008, the Odense Steel Shipyard Group delivered one 11,000 TEU and four 7,000 TEU container vessels to Maersk Line.

Rosti: Rosti A/S develops and produces plastic components for industrial customers.

Star Air A/S: Star Air A/S operates a fleet of 11 Boeing 767 cargo aircraft, primarily engaged in long-term contract flying for United Parcel Service (UPS) in Europe.

Danske Bank A/S: The A.P. Moller - Maersk Group owns 20% of the shares in Danske Bank A/S, the Danish bank, which has operations in countries, such as Denmark, Sweden, Finland, Norway, Ireland, and Northern Ireland.

History

A.P. Møller - Mærsk A/S was founded in 1904.

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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The complete financial data is available for publicly traded companies.



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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.

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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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