

Aristocrat Leisure Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Aristocrat Leisure Ltd. 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 Aristocrat Leisure Ltd. and its competitors. This provides our Clients with a clear understanding of Aristocrat Leisure Ltd. position in the [Restaurants and Leisure](#) Industry.

The report contains detailed information about Aristocrat Leisure Ltd. 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 Aristocrat Leisure Ltd.. 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 Aristocrat Leisure Ltd. 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 Aristocrat Leisure Ltd. 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 Aristocrat Leisure Ltd. business.

About Aristocrat Leisure Ltd.

Aristocrat Leisure Ltd is a global provider of gaming solutions. Aristocrat is engaged in designing and developing world-class software and to producing the gaming solutions that consistently outperform the competition. Aristocrat products and services are available in over 55 countries around the world. The Aristocrat Group offers a broad range of software, systems, hardware and services products to gaming venues in more than 55 countries around the world.

Products

The company's software products range from outstanding specialty bonusing products, such as Mr. Cashman™, for the major gaming operators, to its extensive library of standalone games, such as REELPOWER™ range, for smaller venues.

The Group is one of the gaming systems suppliers, offering proven and reliable systems products (OASIS™ and DACOM™) to larger gaming customers and less complex systems solutions to smaller venues. Aristocrat's hardware (platform) offerings range from its hardware products such as Hyperlink™, for larger venues, to stand-alone rebuild machines for the smallest venue. The Group's hardware product is the MK.VI platform, launched in 2002, complimented by the Xcite™ cabinet, which has set a new

standard in gaming excellence. The Company's service offerings include maintenance and upgrade programs for all of Aristocrat's software, hardware and systems products.

Software

Games, games and more games!

During 2002, an extraordinary range of Aristocrat games was released to global markets. Aristocrat's successful games software strategy is based on two key elements: the Company's exciting bonusing products (Hyperlink™, Mr. Cashman™) and its portfolio of innovative and successful stand-alone games.

'Specialty' products: Bonusing brilliance!

Hyperlink™ continued to outperform the competition in virtually all of the venues in which it is installed. In particular, Hyperlink™ has proved successful in the United States where it continues to win over players and customers. Mr. Cashman™, launched in the United States during 2002, is also performing well and is proving as successful in the United States as it has been in Australia. Mr. Cashman™ was named as one of the top twenty 'most innovative gaming products' by Casino Journal® during the year.

Two entirely new bonusing products, the 50 cent/one dollar King Cashman™ and the 5/10 cent Lucky Devil™, were released in Australia during the year and are currently being rolled out in other jurisdictions.

Outstanding 'stand-alone' games!

Aristocrat's game designers developed and launched a record number of imaginative new stand-alone games during 2002 including a new range of 25 line games which proved particularly successful wherever installed. These included Diamond Eyes™, Black Brumby™ and Peacock Magic™. Other successful stand-alone games launched during the year included, Queen of the Nile Special Edition™, Venetian Nights™, King of the Nile™, Helen of Troy™, Mystic Mermaid™, and Big Red™.

The Reel Power™ games, Choy Sun Doa™ and Snap Shot™, were released in Australia during 2002 and have performed exceptionally well. Reel Power™ games permit players, if they wish, to open up all visible positions on all 'bought' reels to act as the payline so that 3,4 and 5 of a kind wins can be won in a scatter formation and more coinciding wins can occur.

Breakthroughs!

A number of entirely new 'breakthrough' game concepts were developed during the year. These included Crazy Balls™, Arishinko™ and King Penguin™. In Crazy Balls™, balls purchased by the player (a maximum of twenty) drop past a series of obstacles and diverters to land in buckets and other collection devices that determine the outcome (for example, balls landing in 'bonus spinner' may trigger additional balls or bonus prizes).

In Arishinko™, balls are 'launched', one at a time, to land in a prize bucket to trigger bonus prizes, multipliers or entry into a second screen feature.

King Penguin™, an entirely new 20 line game concept, was released in NSW in December. The King Penguin™ game revolves around an interactive Big Freeze™ 'top box' feature board game (similar to traditional 'board game' concepts). Aris

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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1 – Data availability depends on company's security policy.

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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 3x3 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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