

# Balda AG Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Balda AG 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 Balda AG and its competitors. This provides our Clients with a clear understanding of Balda AG position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about Balda AG 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 Balda AG. 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 Balda AG 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 Balda AG 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 Balda AG business.

## **About Balda AG**

Balda AG engages in the development, manufacture, and refining of precision components made from plastics. The company offers its products to its customers in the mobile phone, automotive, and medical industries. The company's also engages in the tool making, manufacturing processes and surface engineering world wide.

### Divisions

### Products and Services

Balda AG manages its business in three divisions: Infocom, Automotive, and Medical.

### Infocom Division

Balda produces plastic components for mobile phone products for the mobile phone manufacturers and suppliers, such as Alcatel, Motorola, Nokia, Siemens, ZTE and SonyEricsson. The company produces components and systems for all the mobile phones on the market: from flip-phones to mobile phones with cameras. The infocom product portfolio include: A and B covers, Electronics carriers (C covers), Interchangeable covers, Displays, Operating elements, Keypads, and Battery cases. It also offers electronics components, such as keypad circuit boards, loudspeakers,

microphones and LCDs (liquid crystal displays).

### Automotive Division

In the Automotive division the company produces components and systems for the interior and exterior of cars. The interior product portfolio includes switches, decorative trim elements for air conditioning and control systems, as well as speedometer icon screens. The surface finish specialists also electroplate plastic and metal interior door handles. For the exterior of the vehicle, the Automotive division manufactures door mirror housings, front-end modules, such as the radiator grille, brand logos and decorative trim. The company supplies manufacturers of car radios with front panels and control elements. The customer portfolio includes German, European and Asian manufacturers, as well as TIER1 suppliers.

### Medical Division

The company, through its subsidiary Balda Medical, develops and produces plastic components for the medical engineering and pharmaceuticals industries. The company's medical division offers technical and medical advances are driving innovation in diagnostic and therapeutic instruments. It also offers diagnostics (lancing device for diabetics) and primary packaging for pharmaceuticals (dry-powder inhalers/ tube packaging). In 2004 Balda Medical also produced the Accu-Check Softclix lancing device for Roche Diagnostics. Diabetics use this particularly ergonomic and user-friendly product in ballpoint pen format to monitor their blood sugar levels regularly and independently.

### Significant Events

Balda AG has formed a joint venture with the Taiwanese company AVY, which manufactures metal casings for cameras. Balda holds 60% in the joint venture.

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.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.  
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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?

## I would like to order

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