

# Bitauto Holdings Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/B39C8A6928EBEN.html>

Date: June 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: B39C8A6928EBEN

## Abstracts

Bitauto Holdings 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 Bitauto Holdings Limited and its competitors. This provides our Clients with a clear understanding of Bitauto Holdings Limited position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Bitauto Holdings 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 Bitauto Holdings 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 Bitauto Holdings 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 Bitauto Holdings 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 Bitauto Holdings Limited business.

## **About Bitauto Holdings Limited**

Bitauto Holdings Limited provides Internet content and marketing services for the automotive industry in China. The company's bitauto.com and ucar.cn websites provide consumers with up-to-date new and used automobile pricing information, specifications, reviews, and consumer feedback.

### **Segments**

The company operates its businesses in three segments: bitauto.com business, ucar.cn business, and digital marketing solutions business.

The company's bitauto.com business provides subscription services to new automobile dealers that enable them to list pricing and promotional information on bitauto.com website and partner websites and to interact with consumers through virtual call center. It also provides advertising services to dealers and automakers on bitauto.com website.

ucar.cn business provides listing services to used automobile dealers that enable them to display used automobile inventory information on ucar.cn website and partner websites. It also provides advertising services to used automobile dealers and

automakers with certified pre-owned automobile programs on ucar.cn website.

The company's digital marketing solutions business provides automakers with one-stop digital marketing solutions, including website creation and maintenance, online public relations, online marketing campaigns, and advertising agent services.

## Services

### bitauto.com business

New automobile dealer subscription services: The company provides subscription services to new automobile dealers in China to help them market their automobiles to consumers. Its new automobile dealer subscription services are marketed under the 'Easypass' brand in English. Easypass is a service platform through which the company delivers a package of software applications over the Internet to new automobile dealer services subscribers that enable them to create their own online showrooms, list pricing and promotional information, place advertisements, and manage their inventories. The main service modules on the Easypass platform include Dealer Listing Service, Autosite, Virtual Call Center and Autosense, all of which are made available to dealer customers by interfacing through Dealer Assistance System.

Dealer Listing Service is a service that the company provides to Easypass subscribers to help them reach a base of purchase-minded consumers. The company publishes Easypass subscribers' new automobile pricing and promotional information on, and link their online showrooms developed using Autosite services to, bitauto.com website.

Autosite is a service that enables Easypass subscribers to set up their own online showrooms by choosing their preferred website templates that the company has pre-designed and uploading their own content, such as pricing, promotional, and contact information, as well as inventory information. It registers and maintains independent Internet domain names for Autosite users.

Autosense is a proprietary advertisement-generating application focusing on automotive content. It is a service that allows Easypass subscribers to create advertisements with keywords and optimize the effectiveness of such advertisements by displaying them on relevant web pages being viewed by web users in a specific location.

### bitauto.com advertising services

The company provides text-based, banner, video and media advertisements on bitauto.com website. The company also displays advertisements for particular automobile models or their competing models to consumers based on the content of the web pages they are viewing. Furthermore, the company also helps new automobile dealer customers plan and organize promotional events.

ucar.cn business

The company provides used automobile listing services to automobile dealers and advertising services to automakers and automobile dealers. ucar.cn website allows consumers to navigate through a large used automobile inventory in its database to select the ones that match their specific search criteria.

Used automobile listing services

The company's used automobile listing services are marketed under the 'Transtar' brand. Similar to Easypass service platform, Transtar is a service platform thro

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.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. BITAUTO HOLDINGS LIMITED COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

### **2. BITAUTO HOLDINGS LIMITED BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. BITAUTO HOLDINGS LIMITED SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. BITAUTO HOLDINGS LIMITED FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. BITAUTO HOLDINGS LIMITED COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Bitauto Holdings Limited Direct Competitors
- 5.2. Comparison of Bitauto Holdings Limited and Direct Competitors Financial Ratios
- 5.3. Comparison of Bitauto Holdings Limited and Direct Competitors Stock Charts
- 5.4. Bitauto Holdings Limited Industry Analysis
  - 5.4.1. Software and Technology Services Industry Snapshot
  - 5.4.2. Bitauto Holdings Limited Industry Position Analysis

## **6. BITAUTO HOLDINGS LIMITED NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. BITAUTO HOLDINGS LIMITED EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. BITAUTO HOLDINGS LIMITED ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. CHINA PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

## **10. BITAUTO HOLDINGS LIMITED IFE, EFE, IE MATRICES<sup>2</sup>**

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

## **11. BITAUTO HOLDINGS LIMITED PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. BITAUTO HOLDINGS LIMITED VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

Bitauto Holdings Limited Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit  
Profit Margin Chart  
Operating Margin Chart  
Return on Equity (ROE) Chart  
Return on Assets (ROA) Chart  
Debt to Equity Chart  
Current Ratio Chart  
Bitauto Holdings Limited 1-year Stock Charts  
Bitauto Holdings Limited 5-year Stock Charts  
Bitauto Holdings Limited vs. Main Indexes 1-year Stock Chart  
Bitauto Holdings Limited vs. Direct Competitors 1-year Stock Charts  
Bitauto Holdings Limited Article Density Chart

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.  
The complete financial data is available for publicly traded companies.

## List Of Tables

### LIST OF TABLES

Bitauto Holdings Limited Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Bitauto Holdings Limited Key Executives  
Bitauto Holdings Limited Major Shareholders  
Bitauto Holdings Limited History  
Bitauto Holdings Limited Products  
Revenues by Segment  
Revenues by Region  
Bitauto Holdings Limited Offices and Representations  
Bitauto Holdings Limited SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
Bitauto Holdings Limited Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Bitauto Holdings Limited Capital Market Snapshot  
Bitauto Holdings Limited Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Software and Technology Services Industry Statistics



Bitauto Holdings Limited Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
Bitauto Holdings Limited Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## 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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