

Bouygues SA Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/BF82DA47696BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: BF82DA47696BEN

Abstracts

Bouygues SA 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 Bouygues SA and its competitors. This provides our Clients with a clear understanding of Bouygues SA position in the [Engineering and Construction Services](#) Industry.

The report contains detailed information about Bouygues SA 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 Bouygues SA. 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 Bouygues SA 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 Bouygues SA 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 Bouygues SA business.

About Bouygues SA

Bouygues SA offers products and services in various industries, such as telecommunications, media, utilities, and construction. The company offers mobile communications services to approximately 6.5 million customers in metropolitan France. The company principally operates in 80 countries. The company's operations are principally concentrated in Europe, America, and Middle East, principally in China and Turkey.

The company's business activities focus on two sectors: Construction and Telecoms/Media.

CONSTRUCTION SECTOR

The Construction sector includes building and civil works and electricity (Bouygues Construction), property (Bouygues Immobilier) and roads (Colas).

Bouygues Construction

Bouygues Construction offers its clients services all along the project value chain: analysis of needs, financial and technical engineering, packaged development, design,

turnkey projects, construction, maintenance, operations globally.

Bouygues Construction operates in building, civil works, electrical contracting and maintenance around the world. The company offers its services to complementary entities, including Bouygues Batiment Ile-de-France, Bouygues Entreprises France-Europe, Bouygues Batiment International, Bouygues Travaux Publics, VSL, DTP Terrassement, Concessions, and ETDE. The group operates mainly in the European Union, Central and Eastern Europe, Asia-Pacific, and Africa.

The company's major projects under way or completed include the tunnels of Groene Hart in the Netherlands and Ferden in Switzerland, West and Central Middlesex hospitals, the Home Office in the UK, the Budapest Sports Arena in Hungary, various luxury tourist complexes in Cuba, the Caucedo container terminal in the Dominican Republic, 'Highway 2000' in Jamaica, Masan Bay bridge in South Korea, the Lok Ma Chau tunnels and International Exhibition Centre in Hong Kong, the new Tangier Mediterranean port in Morocco, etc.

Electrical contracting and maintenance: ETDE has three lines of business with a substantial services component: utility networks, which engages in the design, engineering, construction and maintenance of networks for local authorities, EDFGDF, industry, motorway companies; electrical and HVAC engineering, which engages in the design, construction and maintenance of facilities for the industrial and services sector, transport and environmental infrastructure; facilities management, which services for the occupants of buildings and maintenance of the facilities needed to operate them (soft and hard FM).

Bouygues Immobilier

Bouygues Immobilier is the company's property development company. All its property development activities have been carried out under the single brand name Bouygues Immobilier. It serves businesses, institutional investors and private individuals, Bouygues Immobilier's activities encompass residential, corporate and commercial property, business parks, and urban development.

Residential property: Residential property activity ranges from residences of some fifteen apartments and housing estates to large-scale complex projects covering various hundred housing units. In order to ensure better market coverage, Bouygues Immobilier continued to extend its geographical reach outside the Paris region and in Europe, opening new offices in Perpignan, La Rochelle and Brussels. In October 2004

Bouygues Immobilier also acquired Societe Lyonnaise pour la Construction (SLC-Pierre-Eugene Pitance), a top-end property development company with a strong presence in the Rhone-Alpes region.

Corporate and commercial property, business parks: Bouygues Immobilier has built approximately 1,578,000 square meters of offices and business premises in Europe. In 2004, it delivered the head offices of Le Monde, Ipsos and CNAM in Paris, the Grand Horizon building in the Euromediterranee district in Marseille and the Magellan tower in Lisbon. It has also started work on the Exaltis tower, the last new office block to be built in La Defense, and on business parks in Braga (Portugal), Alcala de Guadaira (Seville, Spain) and Beaucaire (Gard, France).

Urban development: Bouygues Immobilier has carries urban development scheme

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.

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.

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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