

# Carnival plc Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/CAAA2A8AF1FBEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: CAAA2A8AF1FBEN

## Abstracts

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

The report contains detailed information about Carnival plc 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 Carnival plc. 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 Carnival plc 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 Carnival plc 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 Carnival plc business.

## **About Carnival plc**

Carnival plc operates as a cruise and vacation company. The company has a portfolio of cruise brands and provides cruises to vacation destinations.

The company provides cruises to various vacation destinations with a portfolio of cruise brands, including Carnival Cruise Lines; Princess Cruises; Costa Cruises; Holland America Line; P&O Cruises; AIDA Cruises; Ibero Cruises; P&O Cruises Australia; Cunard Line; Ocean Village; and The Yachts of Seabourn. In addition to its cruise operations, the company owns Holland America Princess Alaska Tours, the cruise/tour operators in the State of Alaska, and the Yukon Territory of Canada. These tour companies market and operate 15 hotels or lodges, with 3,400 guest rooms, 390 motorcoaches and 20 domed rail cars.

### **North America**

The company's Carnival Cruise Lines, Princess, Holland America Line, and Seabourn source their guests primarily from North America.

**Carnival Cruise Lines:** This brand is recognized as the Fun Ships, with 22 contemporary ships operating voyages generally from three to eight days. In addition, they sail on seasonal cruises to Alaska, Bermuda, Canada/New England, Europe, Panama Canal,

South America and the Hawaiian Islands. In 2009, Carnival Cruise Lines took delivery of its cruise ship, the 3,642-passenger Carnival Dream. The company offers WaterWorks aqua park at sea, a two-level Serenity adults-only retreat, an entertainment venue called Ocean Plaza and an indoor/outdoor cafe, Carnival Dream. The line has two additional Dream-class ships contracted for delivery.

**Princess Cruise:** Princess cruise line operates a fleet of 17 modern ships. Princess offers approximately 125 itineraries to approximately 330 destinations, with cruises generally from 7 to 14 days. Princess is a cruise line in international and exotic regions, including Alaska, Africa, Asia, Europe, South Pacific islands, Australia, and South America. Some of Princess' Caribbean cruise offerings feature a private island destination that Princess leases and operates, known as Princess Cays which is located on the island of Eleuthera in the Bahamas.

**Holland America Line:** Holland America Line operates a fleet of 14 ships. Holland America Line cruises call at approximately 320 destinations in approximately 100 countries and territories on all 7 continents.

**Seabourn:** Seabourn provides ultra-luxury cruising vacations in a small-yacht style that focuses on personalized services, all-suite accommodations, superb cuisine and experiences. Seabourn pampers its guests with complimentary open bars, open-seating restaurants and value-added extras, such as Massage Moments on deck, Caviar in the Surf beach parties and water sports from the yachts' fold-down marina. Seabourn's ships offer destinations worldwide, including Europe, Asia, the South Pacific islands, Australia and the Americas, with cruises generally from 7 to 14 days, with length, including a 108 day world cruise. Seabourn operates three 208-guest yachts and one 450-guest yacht. These larger yachts offer various categories of luxury suites, dining alternatives and an 11,400-square foot spa facility.

## Europe

The principal itineraries visited by European-sourced cruise guests in 2009 were the Mediterranean, the Caribbean, Bermuda, Northern Europe, including Scandinavia and the Baltic, the Atlantic Isles, including the Canary Islands and Madeira, the Arabian Gulf and Indian Ocean, New England and Canada and other exotic locations world wide.

## United Kingdom

**P&O Cruises:** P&O Cruises is a cruise operator in the United Kingdom, with 6 premium

ships, and one additional ship, Azura, contracted for delivery in 2010. These ships cruise to approximately 205 destinations in 74 countries, with most cruises generally from 7 to 16 days. P&O Cruises offers cruises from Southampton, England to the Mediterranean, the Atlantic Isles, the Baltic, Scandinavia and the Norwegian Fjords for the majority of the year, and primarily operates Caribbean cruises and a choice of world cruises during the fall and winter.

Cunard: Cunard operates two premium/luxury ships that evoke a golden era of luxurious cruising with one additional ship, Queen Elizabeth, co

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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