

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

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Abstracts

Carpetright 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 Carpetright plc and its competitors. This provides our Clients with a clear understanding of Carpetright plc position in the Retail Industry.

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

About Carpetright plc

Carpetright plc (the company) is the UK's major specialist carpet and floor-coverings retailer operating from 351 stores nationwide on both high streets and out-of-town retail parks as well as offering the customer an additional home shopping service via the Company's fleet of dedicated vans. The Company has now also expanded into Europe following the acquisition of a floor-covering retailer trading from 90 stores in Belgium, Holland and Luxembourg. Each of its stores stock an enormous range of carpets and vinyl flooring and all stores also offer a selection of rugs and laminate flooring, too.

Carpetright started in November 1988 with 1 store, operating from a central warehouse in Barking. The principal activity of the Company is that of selling carpets and floor coverings. As of 3 May 2003 the Company traded from 351 outlets in the UK and Southern Ireland and 90 outlets in mainland Europe.

Out of town

The majority of the Carpetright stores are based on out of town retail parks where the average store size is approx.10,000 sq.ft. including stockroom space. These stores are the heartland of the business and offer the full range of roll stock carpets, cut length samples, vinyl, laminates, rugs as well as the entire floor covering accessories.



At home

The Carpetright at home offer trades 32 vans across the country providing an additional home shopping service to the customer who cannot travel to one of the stores or would prefer the convenience of selecting and choosing from their own home with one of the dedicated advisers and estimators.

Into Europe

The acquisition of the Carpetland stores in Belgium, Holland and Luxembourg provide Carpetright with its first move into mainland Europe and the opportunity to take some of its successful ideas from the UK operation into a new territory at a low risk.

Product

The Company's carpet offer is divided into two main categories, the roll stock business and the cut length business. The roll stock business is at the heart of the business and it continue to provide excellent value roll stock ranges at very competitive prices for the customer available all year round. The cut length business has also continued to progress well due to its 12 own brand labels, which included the launch this year of its exclusive Kosset Gold collection.

Kosset is one of the major known carpet brands in the UK. The Company offers Rollstock, Remnants, Carpet Collections, Vinyl, Rugs, Doormats and Laminate Flooring.

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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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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