

# Centrais Electricas Brasileiras S.A. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Centrais Electricas Brasileiras S.A. 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 Centrais Electricas Brasileiras S.A. and its competitors. This provides our Clients with a clear understanding of Centrais Electricas Brasileiras S.A. position in the [Utilities Industry](#).

The report contains detailed information about Centrais Electricas Brasileiras S.A. 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 Centrais Electricas Brasileiras S.A.. 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 Centrais Electricas Brasileiras S.A. 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 Centrais Electricas Brasileiras S.A. 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 Centrais Electricas Brasileiras S.A. business.

### **About Centrais Electricas Brasileiras S.A.**

Centrais Eletricas Brasileiras S.A. – Eletrobras primarily engages in the generation, distribution, transmission, and commercialization of electric power; and construction and operation of nuclear power plants in Brazil.

The company also assists Brazil's ministry of energy and mines in designing the country's policy for the energy sector; provides guarantees and acquires debentures of companies and holders of public electric power services; grants loans and guarantees for technical and scientific research institutions; promotes and supports research in the power sector in connection with the generation, transmission, and distribution of electric power, as well as studies involving the exploitation of watershed for various purposes; contributes to the education of technical staff and qualified workers required by the Brazilian electric power sector through specialized training programs or assists national educational institutions or provides scholarships or signs agreements with foreign institutions that promote the development of specialized technical personnel; and cooperates technically and administratively with companies in which it holds interests and with the agency of the ministry of mining and energy.

The company is responsible for managing sectoral resources represented by RGR (Global Reversal Reserve), CDE (Energy Development Account), UBP (Use of Public Assets), CCC (Fuel Consumption Account), which finance the Government programs LUZ PARA TODOS (Universalization of the Access to Electric Power), RELUZ (National Program for Efficient Public Lighting) and PROCEL (National Electric Power Preservation Program) and the fossil fuels used in the isolated power generating systems.

The company also manages PROINFA (Incentive Program for Alternative Sources of Electric Power), a program of the Federal Government that aims to improve the diversification of the Brazilian energy model and search for regional solutions based on renewable electric power sources produced by independent agents, available input and applicable technology.

The company is the majority stockholder of Furnas Centrais Elétricas S.A. – FURNAS, Centrais Elétricas do Norte do Brasil S.A. – ELETRONORTE, Companhia Hidro-Elétrica do São Francisco – CHESF, ELETROSUL Centrais Elétricas S.A., Eletrobrás Termonuclear S.A. – ELETRONUCLEAR, Companhia de Geração Térmica de Energia Elétrica – CGTEE, Amazonas Energia S.A. (previously called Manaus Energia S.A.), ELETROACRE, CEAL, CEPISA and CERON. These companies engage in the generation, transmission and distribution of electric power.

The company is also the controlling stockholder of Eletrobrás Participações S.A. – ELETROPAR, and is participant in the shared management and the responsible agent for the commercialization of the electric power generated by ITAIPU BINACIONAL, under the International Agreement between the Governments of Brazil and Paraguay. The company indirectly holds control of the company Boa Vista Energia S.A., controlled company of ELETRONORTE, who operate in the distribution of electric power in the State of Roraima. The company's system plants' total installed capacity corresponds to approximately 39,402 megawatts.

## Segments

The company conducts its operations through three segments, including Generation, Transmission, and Distribution.

### Generation

This segment engages in ventures involving energy and power plant operations, with its

generation complex having hydraulic, thermal, thermonuclear and other power plants, aimed at producing electric power for priority domestic supply. The generation of electricity at its hydroelectric, thermal and nuclear power plants, which the company sells to both distribution companies and free consumers.

### Transmission

This segment constructs and operates transmission lines with a view to transferring large electricity volumes from the generating facilities to the distribution system, thereby interconnecting the several country regions via a national grid.

### Distribution

This segment explores the construction and operation of electric power distribution networks in urban centers intended for end consumers. The company owns seven

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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## 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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