

China Nutrifruit Group Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

China Nutrifruit Group 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 China Nutrifruit Group Limited and its competitors. This provides our Clients with a clear understanding of China Nutrifruit Group Limited position in the [Food and Beverages Industry](#).

The report contains detailed information about China Nutrifruit Group 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 China Nutrifruit Group 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 China Nutrifruit Group 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 China Nutrifruit Group 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 China Nutrifruit Group Limited business.

About China Nutrifruit Group Limited

China Nutrifruit Group Limited, through its wholly owned subsidiary, Daqing Longheda Food Company Limited, produces specialty fruit based products in China.

The company develops, processes, markets, and distributes various food products processed primarily from specialty fruits grown in Northeast China, including golden berries, crab apple, blueberries and raspberries. Its products include fruit concentrate, nectar, and glazed fruits, as well as fresh fruits.

The company's processed fruit products are mainly sold to food producers for processing into fruit juice and other fruit related foods, and its fruits are mainly sold to fruit supermarkets.

Products

The company's primary product offering includes fruit concentrate, nectar, glazed fruits, beverages, as well as fresh fruits.

Fruit Concentrate: Fruit concentrate is its primary product line. It produces four types of

fruit concentrate, including golden berry, crab apple, blueberry, and raspberry. It has two concentrate production lines which are allocated for the production of all of four types of concentrates.

Nectar: Nectar is an unfermented and unconcentrated pulp product. The company produces and sells nectar products using only golden berries. Its nectar products are commonly re-processed into various products, including fruit concentrate, fruit ice cream, nectar beverage, biscuits, fruit jam, and fruit yogurt.

Glazed Fruits: Glazed fruit is preserved fruit with high sugar content. The company produces and sells glazed fruits products using golden berries and blueberries. It also offers glazed blueberry products.

Fresh Fruit: The company sells fresh golden berries to its distributors during the picking season which is mid July to mid November every year. It purchases fresh golden berries from local farmers in Heilongjiang province and sorts them into different grades.

Others

The company distributes apple concentrate pulp products and pear concentrate pulp products.

Sales and Distribution

The company sells its products directly to 75 regional distributors across 20 provinces and 47 cities in China who then sell the products to various customers, including food processors, supermarkets and wholesale stores.

Competition

The company's competitors in China include Dalian Xinlian Food Company; Shandong Longkou Fudi Food Co. Ltd.; Zhalantun Changzheng Beverage Factory; and Muxing Quick Frozen Food Factory.

History

China Nutrifruit Group Limited was founded in 2004.

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 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?

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