

# China Resources Enterprise Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

China Resources Enterprise Ltd. 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 Resources Enterprise Ltd. and its competitors. This provides our Clients with a clear understanding of China Resources Enterprise Ltd. position in the [Retail](#) Industry.

The report contains detailed information about China Resources Enterprise Ltd. 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 Resources Enterprise Ltd.. 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 Resources Enterprise Ltd. 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 Resources Enterprise Ltd. 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 Resources Enterprise Ltd. business.

### **About China Resources Enterprise Ltd.**

China Resources Enterprise, Limited focuses on the consumer businesses in the Chinese Mainland and Hong Kong. The company's main activity areas include retail, beverage, food processing and distribution, textile and investment property.

#### Segments

The company's Retail division mainly comprises three business segments: supermarket and logistics; brand-fashion distribution in the Chinese Mainland; and other retail stores operation.

**Supermarket and Logistics:** As of December 31, 2008, the company operated a total of approximately 2,600 stores in the Chinese Mainland and Hong Kong, of which approximately majority were self-operated and the rest were franchised stores. Major store formats are hypermarket, superstore, supermarket and convenience store. These stores serve Eastern China, Southern China, Hong Kong and Northern China.

**Brand-fashion Distribution:** As of December 31, 2008, the company operated 1,090 self-operated and franchised stores under the Esprit and Red Earth brands in the Chinese Mainland.

**Other Retail Stores:** As of December 31, 2008, the company's chain of retail stores mainly consisted of 5 Chinese Arts & Crafts stores in Hong Kong and 47 CR Care stores in Hong Kong and the Chinese Mainland.

### Beverage Segment

The company is main brewer in the Chinese Mainland. As of December 31, 2008, the company operated 60 breweries in the Chinese Mainland with an annual production capacity of approximately 12 million kiloliters, including an aggregate production capacity of approximately 1.2 million kiloliters from the greenfield breweries in Gansu Province, Hebei Province, Jiangsu Province and Heilongjiang Province. The company also has purified water operation.

### Food Processing and Distribution Segment

The company's food processing and distribution business engages in the food production, processing, distribution, wholesale, retail, slaughterhouse operation, transportation, and trading of livestock, frozen meat, aquatic, assorted foodstuff, and processed food products; abattoir operation; marine fishing; and meat products processing.

### Textile Segment

The company's textile business comprises the manufacture and distribution of textile products, yarns, and garments.

### Investment Property segment

The company has a rental property portfolio covering both Hong Kong and mainland markets. The retail property portfolio in Hong Kong is approximately 576,000 square feet in size. It also has some rental properties for industrial and office use.

### Other Investment Segment

**Container Terminal Operation:** The company has a minority interest in a container terminal operator, HIT Investment Limited, which has container port interests in Kwai Chung, Hong Kong, as well as Hutchison Ports Yantian Investments Limited, the Chinese Mainland.

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 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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