

# Cliffs Natural Resources Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Cliffs Natural Resources Inc. 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 Cliffs Natural Resources Inc. and its competitors. This provides our Clients with a clear understanding of Cliffs Natural Resources Inc. position in the [Metals and Mining Industry](#).

The report contains detailed information about Cliffs Natural Resources Inc. 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 Cliffs Natural Resources Inc.. 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 Cliffs Natural Resources Inc. 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 Cliffs Natural Resources Inc. 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 Cliffs Natural Resources Inc. business.

### **About Cliffs Natural Resources Inc.**

Cliffs Natural Resources Inc. operates as a mining and natural resources company worldwide. The company produces iron ore pellets in North America, supplies direct-shipping lump and fines iron ore out of Australia, and produces metallurgical coal.

#### **Business Segments**

The company's operations are organized according to product category and geographic location: North American Iron Ore, North American Coal, Asia Pacific Iron Ore, Asia Pacific Coal, and Latin American Iron Ore.

#### **North American Iron Ore**

The company produces iron ore pellets in North America and primarily sells its production to integrated steel companies in the United States and Canada. It manages and operates six North American iron ore mines located in Michigan, Minnesota, and eastern Canada that have an annual rated capacity of 38.1 million tons of iron ore pellet production. The company sells its share of North American iron ore production to integrated steel producers, generally pursuant to term supply agreements with various

price adjustment provisions. For the year ended December 31, 2009, the company produced a total of 19.6 million tons of iron ore pellets, including 17.1 million tons for its account and 2.5 million tons on behalf of steel company owners of the mines.

The company produces 13 grades of iron ore pellets, including standard, fluxed and high manganese, for use in its customers' blast furnaces as part of the steelmaking process. Each of its North American Iron Ore mines is located near the Great Lakes or, in the case of Wabush, near the St. Lawrence Seaway, which is connected to the Great Lakes. The majority of its iron ore pellets are transported via railroads to loading ports for shipment via vessel to steelmakers in the U.S. or Canada.

### North American Coal

The company owns and operates two North American coking coal mining complexes located in West Virginia and Alabama that have a rated capacity of 5.5 million short tons of production annually. North American Coal's production is sold to global integrated steel and coke producers in Europe, Latin America, and North America.

### Asia Pacific Iron Ore

The company's Asia Pacific Iron Ore operations are located in western Australia and include its 100 percent owned Koolyanobbing complex and its 50 percent equity interest in Cockatoo Island. The company serves the Asian iron ore markets with direct-shipping fines and lump ore. These two operations supply a total of four direct-shipping export products to Asia via the global seaborne trade market. Koolyanobbing produces a standard lump and fines product, as well as a low grade fines product. Cockatoo Island produces and exports a single premium fines product. The lump products are directly fed to the blast furnace, while the fines products are used as sinter feed. Koolyanobbing is a collective term for the operating deposits at Koolyanobbing, Mount Jackson and Windarling. Blending is undertaken at Koolyanobbing, where the crushing and screening plant is located. Cockatoo Island is located off the Kimberley coast of Western Australia, approximately 1,200 miles north of Perth. Cockatoo Island produces a single high iron product known as Cockatoo Island Premium Fines. Asia Pacific Iron Ore's production is under contract with steel companies in China and Japan.

### Investments

In addition to its reportable business segments, the company is partner to various projects, including Amapa in Brazil and Sonoma in Australia, which comprise its Latin

American Iron Ore and Asia Pacific Coal operating segments, respectively.

**Amapa:** The company is a 30 percent minority interest owner in Amapa, which consists of an iron ore deposit, a 120-mile railway connecting the mine location to an existing port facility and 71 hectares of real estate on the banks of the Amazon River, reserved for a loading terminal.

**Sonoma:** The company owns a 45% economic interest in Sonoma, located in Queensland, Australia. Production would include an approximate 65/35 mix of thermal and metallurgical grade coal. Sonoma has economically recoverable reserves of 47 million tonnes.

### Customers

The company's major customers include ArcelorMittal USA; Algoma; and Severstal.

### Acquisitions

In January 2010, the company acquired Freewest Resources Canada Inc., which holds interests in the Ring of Fire properties, which comprise three premier chromite deposits in Ontario, Canada.

### Competition

**North America:** The company compete directly with the Iron Ore Company of Canada as well as steel companies that own interests in iron ore mines, including ArcelorMittal Mines Canada and U.S. Steel. In the coal industry, its North American Coal business segment competes with various metallurgical coal producers of various sizes, including Alpha Natural Resources, Inc.; Patriot Coal Corporation; CONSOL Energy Inc.; Arch Coal, Inc.; Massey Energy Company; Jim Walter Resources, Inc.; Peabody Energy Corp.; United Coal Group Company; and other producers located in North America and globally. In the North American coal industry, the company competes with CONSOL; Massey; Peabody; Alpha; and Alliance Resource Partners.

**The Asia Pacific:** In the Asia Pacific marketplace, the company competes with major iron ore exporters from Australia, Brazil, and India, including Anglo American, Vale, Rio Tinto, BHP Billiton, and Fortescue Metals Group Ltd. The Sonoma Coal Project competes with other global metallurgical and thermal coal producers, including Anglo American, Rio Tinto, BHP Billiton, Macarthur Coal, Teck Cominco, and Xstrata.

## History

Cliffs Natural Resources Inc was founded in 1847.

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?

## I would like to order

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