

# CPFL Energia S.A. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

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

The report contains detailed information about CPFL Energia 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 CPFL Energia 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 CPFL Energia 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 CPFL Energia 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 CPFL Energia S.A. business.

## **About CPFL Energia S.A.**

CPFL Energia S.A., through its subsidiaries, engages in the distribution, generation, and commercialization of electricity in Brazil.

The company is an electricity distributor in Brazil, offering 37,821 GWh of electricity to approximately 6.6 million consumers. In 2009, its installed generating capacity was 1,737 MW. The company holds equity interests in eight hydroelectric plants. It also owns 33 small hydroelectric power plants and 3 thermoelectric power plants. The company's subsidiary CPFL Comercializacao Brasil S.A. (CPFL Brasil), handles its commercialization operations and electricity-related services. CPFL Brasil procures electricity for the company's distribution operations, sells electricity to Free Consumers, other commercialization companies and distribution utilities, and provides electricity-related services.

### **Distribution Companies**

CPFL Paulista. Companhia Paulista de Forca e Luz (CPFL Paulista) supplies electricity to a region covering 90,440 square kilometers in the State of Sao Paulo with a population of approximately 9.3 million people. Its service area covers 234 municipalities, including the cities of Campinas, Bauru, Ribeirao Preto, Sao Jose do Rio

Preto, Araraquara and Piracicaba. CPFL Paulista had approximately 3.6 million consumers as of December 31, 2009. In 2009, CPFL Paulista distributed 19,977 GWh of electricity.

Companhia Piratininga de Força e Luz (CPFL Piratininga) supplies electricity to a region covering 6,785 square kilometers in the southern part of the State of Sao Paulo with a population of approximately 3.4 million people. Its service area covers 27 municipalities, including the cities of Santos, Sorocaba and Jundiai. CPFL Piratininga had approximately 1.4 million consumers as of December 31, 2009. In 2009, CPFL Piratininga distributed 8,539 GWh of electricity.

Rio Grande Energia S.A. (RGE) supplies electricity to a region covering 90,718 square kilometers in the State of Rio Grande do Sul with a population of approximately 3.8 million people. Its service area covers 262 municipalities, including the cities of Caxias do Sul and Gravatai. RGE had approximately 1.2 million consumers as of December 31, 2009.

Companhia Luz e Força Santa Cruz (CPFL Santa Cruz) supplies electricity to an area covering 11,775 square kilometers, which includes 24 municipalities in the northwest part of the State of Sao Paulo and three municipalities in the State of Parana. In 2009, CPFL Santa Cruz distributed 862 GWh of electricity to approximately 176,600 consumers.

Companhia Jaguari de Energia (CPFL Jaguari) supplies electricity to an area covering 252 square kilometers, which includes 2 municipalities of the State of São Paulo. In 2009, CPFL Jaguari distributed 415 GWh of electricity to approximately 31,800 consumers.

Companhia Luz e Força de Mococa (CPFL Mococa) supplies electricity to an area covering 1,844 square kilometers, which includes 1 municipality of the State of Sao Paulo and three municipalities in the State of Minas Gerais. In 2009, CPFL Mococa distributed 194 GWh of electricity to approximately 39,600 consumers.

Companhia Leste Paulista de Energia (CPFL Leste Paulista) supplies electricity to an area covering 2,589 square kilometers, which includes 7 municipalities of the State of Sao Paulo. In 2009, CPFL Leste Paulista distributed 277 GWh of electricity to approximately 49,900 consumers.

Companhia Sul Paulista de Energia (CPFL Sul Paulista) supplies electricity to an area

covering 3,802 square kilometers, which includes 5 municipalities of the State of Sao Paulo. In 2009, CPFL Sul Paulista distributed 375 GWh of electricity to approximately 70,200 consumers.

### Distribution Network

The company's 8 distribution subsidiaries own distribution lines with voltage levels ranging from 34.5 kV to 138 kV. These lines distribute electricity from the connection point with the Basic Network to its power sub-stations, in each of its concession areas. All consumers that connect to these distribution lines, such as Free Consumers or other concessionaires, are required to pay a tariff for using the system Tarifa de Uso do Sistema de Distribuicao (TUSD).

As of December 31,

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?

## I would like to order

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