

# Crown Holdings Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Crown Holdings 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 Crown Holdings Inc. and its competitors. This provides our Clients with a clear understanding of Crown Holdings Inc. position in the [Packaging and Containers](#) Industry.

The report contains detailed information about Crown Holdings 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 Crown Holdings 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 Crown Holdings 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 Crown Holdings 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 Crown Holdings Inc. business.

### **About Crown Holdings Inc.**

Crown Holdings, Inc. engages in the design, manufacture, and sale of packaging products for consumer goods. The company's primary products include steel and aluminum cans for food, beverage, household and other consumer products and metal vacuum closures and caps. These products are manufactured in the company's plants both with in and outside the United States and are sold through its sales organization to the soft drink, food, citrus, brewing, household products, personal care, and various other industries. As of December 31, 2009, the company operated 136 plants along with sales and service facilities throughout 41 countries.

#### Divisions

The company's business is organized geographically with in three divisions, Americas, European, and the Asia-Pacific.

#### AMERICAS DIVISION

The Americas Division includes operations in the United States, Canada, Mexico, South America, and the Caribbean. These operations manufacture beverage, food and aerosol cans and ends, specialty packaging, and metal vacuum closures and caps. As

of December 31, 2009, the division operated 49 plants in 8 countries. Within the Americas Division the company has determined that there are two reportable segments: Americas Beverage and North America Food. Other operating segments consist of North America Aerosol, a plastic closures operation in Brazil, and food can operations in the Caribbean.

#### Americas Beverage

The Americas Beverage segment manufactures aluminum beverage cans and ends and steel crowns.

#### North America Food

The North America Food segment manufactures steel and aluminum food cans and ends and metal vacuum closures.

### EUROPEAN DIVISION

The European Division includes operations in Europe, the Middle East, and Africa. These operations manufacture beverage, food and aerosol cans and ends, specialty packaging, metal vacuum closures and caps, and canmaking equipment. As of December 31, 2009, the division operated 73 plants in 27 countries. Within the European Division, the company has determined that there are three segments: European Beverage, European Food, and European Specialty Packaging.

#### European Beverage

The European Beverage segment manufactures steel and aluminum beverage cans and ends and steel crowns.

#### European Food

The European Food segment manufactures steel and aluminum food cans and ends, and metal vacuum closures.

#### European Specialty Packaging

The European Specialty Packaging segment manufactures various specialty containers, with various lid and closure variations. In the consumer market, the company

manufactures a wide variety of steel containers for cookies and cakes, tea and coffee, confectionery, giftware, personal care, tobacco, wine, and spirits, as well as non-processed food products. In the industrial market, the company manufactures steel containers for paints, inks, chemical, automotive, and household products.

## ASIA-PACIFIC DIVISION

The Asia-Pacific Division manufactures aluminum beverage cans and ends, steel food and aerosol cans and ends, and metal caps. As of December 31, 2009, the division operated 14 plants in 6 countries.

## PRODUCTS

### Beverage Cans

The company supplies beverage cans and ends and other packaging products to various beverage and beer companies, including Anheuser-Busch InBev, Coca-Cola, Cott Beverages, Dr Pepper Snapple Group, DAMM, Heineken, National Beverage, and Pepsi-Cola, among others.

### Food Cans and Closures

The company manufactures various food cans and ends, including two-and three-piece cans in various shapes and sizes, and sells food cans to food marketers such as Bonduelle, Cecab France, ConAgra, Continentale, Mars, Menu Foods, Morgan Foods, Nestlé, and Premier Foods, among others. The company offers various metal vacuum closures and sealing equipment solutions to marketers, such as Danone, H. J. Heinz, Kraft, Nestlé, Premier Foods, and Unilever, among others, from a network of metal vacuum closure plants around the world. The company supplies total packaging solutions, including metal and composite closures, capping systems, and services while working closely with customers, retailers and glass and plastic container manufacturers to develop closure solutions and meet customer requirements.

Technologies used to produce food cans include three-piece welded, two-piece drawn and wall-ironed and two-piece drawn and redrawn. The company also offers its LIFTOFF series of food ends, including its Easylift full aperture steel food can ends, and PeelSeam, a flexible aluminum foil laminated end.

The company manufactures open, vacuum, and conventional ends for various heat-processed and dry food products including fruits and vegetables, meat and seafood, soups, ready-made meals, infant formula, coffee, and pet food.

### Aerosol Cans

The company's customers for aerosol cans and ends include manufacturers of personal care, food, household, and industrial products, including Colep CCL, KIK Custom Products, Procter & Gamble (Gillette), SC Johnson, and Unilever, among others.

### Specialty Packaging

The company's specialty packaging business is located primarily in Europe and serves many European and multinational companies. The company produces specialty containers with various lid and closure variations. The company's specialty packaging customers include Abbott Laboratories, Akzo Nobel, Cadbury plc, Danone (Sigma), Nestlé, PPG, Teisseire, Tikkurila Oy, and United Biscuits, among others.

### Competition

The company's competitors include Ball Corporation, BWAY Corporation, Impress Holdings B.V., Metal Container Corporation, Rexam PLC, and Silgan Holdings Inc.

### History

Crown Holdings, Inc. was founded in 1927.

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.  
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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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