

# Draka Holding NV Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

https://marketpublishers.com/r/D1AB511434BBEN.html

Date: May 2025 Pages: 50 Price: US\$ 499.00 (Single User License) ID: D1AB511434BBEN

# **Abstracts**

Draka Holding NV 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 Draka Holding NV and its competitors. This provides our Clients with a clear understanding of Draka Holding NV position in the Industry.

The report contains detailed information about Draka Holding NV 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 Draka Holding NV. 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 Draka Holding NV 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 Draka Holding NV 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 Draka Holding NV business.

### About Draka Holding NV

Draka Holding N.V., a holding company, engages in the development, production and sale of cable and cable systems worldwide. As of May 10, 2005, the company had 65 operating companies in 25 countries throughout Europe, America and Asia. The company operates two segments that include Draka Comteq and Draka Cableteq.

#### Draka Comteq

Draka Comteq develops, produces and sells telecommunication and data communication cable in both optical fibre and copper. It consists of: Telecommunication Cable, Data Communication Cable and Optical Fibre. The main customers for these products are telecommunication companies, construction companies and installation contractors, IT businesses and network providers.

Data Communication: Draka Comteq Datacom is active in the market for data communication and multimedia cables. The company develops, produces and sells twisted-pair and optical fibre data cables for data, voice and video transmission, studio, CATV and central-office switching applications. Its clients are IT companies and network providers. The company's major competitors include CommScope (USA), Belden (USA), Tyco (USA), and Nexans (France).



Telecommunication: Draka Comteq Telecom develops, produces and sells a range of copper and optical fibre telecommunication cables for LAN applications. Its major customers include telecommunication companies, such as KPN, Deutsche Telekom, France Telecom, Telia/Sonera, Tele Denmark and China Telecom. The company's major competitors include Corning, Furukawa (Japan), Nexans (France) and Pirelli.

Optical Fibre: Draka Comteq Optical Fibre sells optical fibre designed to meet the range of telecom and datacom needs. Optical Fibre is responsible for the production and sale of both single mode and multimode optical fibre. The company's major competitors include Corning (USA), Furukawa (Japan), Sumitomo (Japan) and Fujikura (Japan).

# Draka Cableteq

The Draka Cableteq segment develops, manufactures and sells a range of low-voltage and special-purpose cables. Draka Cableteq is arranged in six divisions, focusing on cable applications in premises and cable for Original Equipment Manufacturer (OEM) applications.

The following division is concerned with cable applications in premises that include Low-Voltage Cable: supplies a range of cable products, ranging from installation cable to instrumentation and control cable. Its customers include construction and contracting companies; electrical wholesalers, such as Hagemeyer, Rexel and Sonepar. The company's competitors include Nexans, Pirelli and General Cable.

The following divisions concentrate on OEM applications:

Elevator Cable: produces and distributes a range of products for the lift industry. Its customers include Elevator manufacturers, such as Otis (USA) and ThyssenKrupp (Germany). The company's competitors include Daetwyler (Switzerland), Gebauer & Griller (Austria), and Sumitomo (Japan).

Marine, Oil & Gas: supplies a range of cables to meet the requirements of the global oil and gas industry and the marine engineering sector. Its clients include Oil and gas industry, installation contractors and shipyards. Its competitors include Nexans, Pirelli and LG (South Korea).

Mobile Network Cable: supplies in addition to Radio Frequency cable (RF-cable), a feeder cable for mobile telephony base stations, a product range for the installation of



antennas in these base stations. The company's customers include network suppliers, such as Nokia. Its primary competitors include Andrew (USA) and Alcatel (France).

Rubber Cable: manufactures and sells flexible, rubber-insulated cables for industrial applications. Its customers include electrical wholesalers, such as Hagemeyer, Rexel and Sonepar; and industrial companies active in mining and the wind turbine market. The company's major competitors include Nexans and Pirelli.

Transport: comprises all cable activities related to 'people-moving' industries, such as the automotive and aerospace industry and the railways. The company's customers include system suppliers, such as Delphi (USA), Yazaki (Japan) and Lear (USA); and Airbus (France) for aircraft cable. Its major competitors include Sumitomo (Japan), Leoni (Germany), IWC (USA) and Nexans (France).

Significant Events

Draka Holding NV has a new joint venture agreement which would extend the Yangtze Optical Fibre And Cable Co., Ltd. joint venture. The new agreement which underscores Draka's long term relationship with YOFC as a technology partner.

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 3×3 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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