

# Fiat S.p.A. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/F16A7A4A63BBEN.html>

Date: May 2025

Pages: 109

Price: US\$ 499.00 (Single User License)

ID: F16A7A4A63BBEN

## Abstracts

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

The report contains detailed information about Fiat S.p.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 Fiat S.p.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 Fiat S.p.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 Fiat S.p.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 Fiat S.p.A. business.

## **About Fiat S.p.A.**

Fiat S.p.A. engages principally in the manufacture and sale of automobiles, agricultural and construction equipment and commercial vehicles. The company also manufactures other products and systems, principally engines, transmission systems, automotive-related components, metallurgical products and production systems. In addition, it is involved in certain other sectors, including publishing and communications. The company operates in approximately 50 countries.

### **Businesses**

The company's activities are grouped into the following businesses: Automobiles; Agricultural and Construction Equipment; Trucks and Commercial Vehicles; Components and Production Systems; and Other Businesses.

### **Automobiles**

The Automobiles Group develops, produces, and sells automobiles (Fiat, Abarth, Alfa Romeo and Lancia brands) and light commercial vehicles (Fiat Professional brand) through Fiat Group Automobiles. This Sector's main financial services activities in Europe have been grouped into FGA Capital, a 50-50 joint venture Credit Agricole. The Group also controls Maserati and Ferrari, both producers of luxury sport cars, which

distinguish themselves for their exclusivity, technology and performance.

### Agricultural and Construction Equipment

The Agricultural and Construction Equipment Group includes CNH – Case New Holland, which is active in the field of tractors and agricultural equipment through the Case IH and New Holland brands and in the construction equipment business through the Case and New Holland brands. It also offers financial services to its dealers and end customers.

### Trucks and Commercial Vehicles

The Trucks and Commercial Vehicles Group, through Iveco, designs, produces and sells a range of trucks and commercial vehicles under the Iveco brand, buses under the Iveco Irisbus brand, and fire-fighting and other special use vehicles under the Iveco, Astra and Magirus brands. In addition, it provides a range of financial services to its customers and dealers, principally through Iveco Finance Holdings Ltd., 51% owned by the Barclays Group and 49% by Iveco.

### Components and Production Systems

The Components and Production Systems Group includes FPT Powertrain Technologies, which contain its auto engine and transmission activities and the powertrain activities of Iveco and C.R.F. (Fiat's research centre Centro Ricerche Fiat). As part of its technology development, FPT also coordinates the powertrain activities of Elasis.

Magneti Marelli develops and produces components for automotive lighting systems, exhaust systems, suspensions and shock absorbers, engine control units, electronic systems and operates in the automotive aftermarket. This sector also includes the plastic components and modules business (moulding of plastic components) following acquisition of the Ergom group.

Teksid supplies engine blocks, cylinder heads and other cast-iron components for engines; cast-iron components for transmissions, gearboxes and suspensions and aluminium cylinder heads.

Comau produces industrial automation systems for the automotive industry in the areas of product and process engineering, logistics and management, manufacturing,

installation, production start-up and maintenance.

### Other Businesses

Other Businesses includes companies operating in the publishing (La Stampa daily newspaper) and communications (Publikompass, a company that sells advertising space for multimedia customers) areas, Centro Ricerche Fiat (C.R.F.) and Elasis (research and development), Fiat Services S.p.A. (services exclusively to other companies in the Fiat Group), in addition to Holding and Other companies.

### Acquisitions

In March 2008, the company's subsidiary, FPT Powertrain Technologies acquired Tritec Motors Limitada from Chrysler L.L.C. and subsequently changed its name to FPT Powertrain do Brasil – Industria e Comercio de Motores Ltda.

### Disposals

In 2008, the company disposed of the following businesses: the investments in ITS-GSA Fiat Group France S.A.S., ITS-GSA Deutschland GmbH and ITS-GSA U.K. Limited; and investment in Teksid Aluminum Getti Speciali S.r.l.

### Joint Ventures

In January 2008, Magneti Marelli and Sum

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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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?

## I would like to order

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