

# First Philippine Holdings Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

First Philippine Holdings Corp. 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 First Philippine Holdings Corp. and its competitors. This provides our Clients with a clear understanding of First Philippine Holdings Corp. position in the [Utilities](#) Industry.

The report contains detailed information about First Philippine Holdings Corp. 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 First Philippine Holdings Corp.. 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 First Philippine Holdings Corp. 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 First Philippine Holdings Corp. 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 First Philippine Holdings Corp. business.

### **About First Philippine Holdings Corp.**

First Philippine Holdings Corporation (FPHC) operates as a holding company. Its principal activities consist of investments in real and personal properties, including securities and entities in the power generation, real estate development, roads and tollways operations, manufacturing and construction, and financing and other service industries.

#### **Business**

The company conducts the majority of its business activities in the following areas:

#### **Power generation and power-related activities**

The company's activities include power generation subsidiaries under First Gen Corporation (First Gen); power distribution under First Philippine Utilities Corporation; and oil transporting company under First Philippine Industrial Corporation (FPIC).

First Gen is the Filipino-owned and controlled Independent Power Producer (IPP) in the Philippines, with installed capacity of 2,357.4 MW, as of December 31, 2008.

First Philippine Industrial Corporation (FPIC) operates the country's sole commercial oil pipeline transporting crude and refined petroleum products. The pipeline covers the route from Batangas to Sucat and from Sucat to Bataan. FPIC's pipeline system consists of two main pipelines, one for refined petroleum products (the white line) and the other for heavier petroleum products (the black line). The 14-inch diameter, 119.6 kilometer long white line transports products, such as gasoline, aviation turbine fuel, diesel fuel, and other refined petroleum products, employing one pumping station. The 16-inch diameter, 91.2 kilometer long black line moves products, such as bunker fuel for power generation and reduced feedstock for the Shell Petroleum Corporation lubricating oil refinery in Pilillia, Rizal. In addition, FPIC has an 18-inch diameter, 14 kilometer long spurline which connects the black line to the Shell Refinery. During the year, the company transported 17.5 million barrels of white oil and 3.0 million barrels of black oil.

### Roads and tollways operations

These operations include Subic Tip Road and North Luzon Expressway under First Philippine Infrastructure, Inc. (FPII).

### Manufacturing

The company's manufacturing subsidiaries are operated under First Philippine Electric Corporation (First Philec).

Philippine Electric Corporation manufactures distribution transformers and power transformers. It manufactures a range of single and three phase distribution and power transformers of up to 15 MVA, 69 KV. It maintains fully-integrated manufacturing facilities with the capability to produce approximately 600,000 KVA annually.

First Electro Dynamics Corporation (FEDCOR) is engaged in the manufacture of ballast and current transformers, repairs of distribution and power transformers, and substation and power center technical servicing.

A joint venture between FPHC (40%), Sumitomo Electric (51%) and Sumitomo Corporation (9%), and First Sumiden Circuits, Inc. (FSCI) manufactures and exports flexible printed circuits.

First Philippine Power Systems, Inc. (FPPS) is a manufacturer of dry-type transformers.

First Philec Manufacturing Technologies Corporation (FPMTC) develops new product

lines related to electrical transmission and distribution, such as amorphous core manufacturing, substations, and switchgears.

In 2007, First Philec executed a joint venture agreement with SunPower Philippines Manufacturing Limited. The joint venture would establish a wafer-slicing plant in Batangas under a joint venture company, First Philec Solar Corporation (FPSC).

First Philippine Balfour Beatty, Inc is the construction joint venture firm between FPHC and Balfour Beatty, Inc.

### Other Activities

These include investment holdings, construction, real estate development, securities transfer services, and financing.

Rockwell Land Corporation (Rockwell) is the joint venture firm to develop a prime residential and commercial land located adjacent to the Makati Central Business District. Rockwell Center, the main project, exists on a 15.5 hectare site in Makati City, strategically located between Makati and Ortigas business districts. It has been developed into a self-contained, mixed-use community consisting of residential towers, sports and leisure club, office buildings, a shopping center, and a graduate school of law, business and government.

FPHC holds a 70% stake in First Philippine Industrial Park (FPIP), with the remaining 30% owned by Sumitomo Corporation. It develops and manages an industrial estate for sale or lease to various manufacturing or service-oriented entities.

First Philippine Realty Corporation (FPRC) primarily leases, owns, acquires, or sells real and personal properties.

### History

First Philippine Holdings Corporation was founded in 1961.

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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