

FirstEnergy Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about FirstEnergy 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 FirstEnergy 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 FirstEnergy 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 FirstEnergy 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 FirstEnergy Corp. business.

About FirstEnergy Corp.

FirstEnergy Corp., a diversified energy company, through its subsidiaries, engages in the generation, transmission, and distribution of electricity.

Operations

The company's principal subsidiaries include Ohio Edison Company (OE), The Cleveland Electric Illuminating Company (CEI), The Toledo Edison Company (TE), Pennsylvania Power Company (Penn), American Transmission Systems, Incorporated (ATSI), Jersey Central Power & Light Company (JCP&L), Metropolitan Edison Company (Met-Ed), and Pennsylvania Electric Company (Penelec); and its generating and marketing subsidiary, FirstEnergy Solutions Corp. (FES).

In addition, the company holds the outstanding common stock of other direct subsidiaries, including FirstEnergy Properties, Inc.; FirstEnergy Ventures Corp. (FEV); FirstEnergy Nuclear Operating Company (FENOC); FELHC, Inc.; FirstEnergy Facilities Services Group, LLC; FirstEnergy Fiber Holdings Corp.; GPU Power, Inc.; GPU Nuclear, Inc.; MARBEL Energy Corporation; and FirstEnergy Service Company (FESC).

FES provides energy-related products and services to wholesale and retail customers in

the Midwest Independent Transmission System Operator, Inc. (MISO) and PJM Interconnection L. L. C. (PJM) markets. FES also owns and operates, through its subsidiary, FirstEnergy Generation Corp. (FGCO), its fossil and hydroelectric generating facilities and owns, through its subsidiary, FirstEnergy Nuclear Generation Corp. (NGC), its nuclear generating facilities. FENOC, a separate subsidiary of the company, operates and maintains NGC's nuclear generating facilities.

The company's generating portfolio includes 13,970 MW of diversified capacity (FES – 13,770 MW and JCP&L – 200 MW). Within FES' portfolio, approximately 7,469 MW consists of coal-fired capacity; 3,991 MW consists of nuclear capacity; 1,599 MW consists of oil and natural gas peaking units; 451 MW consists of hydroelectric capacity; and 260 MW consists of capacity from FGCO's 11.5% entitlement to the generation output owned by the OVEC. The company's combined service areas encompass approximately 36,100 square miles in Ohio, New Jersey, and Pennsylvania. The areas they serve have a combined population of approximately 11.3 million.

OE engages in the distribution and sale of electric energy to communities in a 7,000 square mile area of central and northeastern Ohio. OE owns all of Penn's outstanding common stock. Penn owns property and does business as an electric public utility in Pennsylvania. Penn is also authorized to do business in the state of Ohio. Penn furnishes electric service to communities in 1,100 square miles of western Pennsylvania.

CEI does business as an electric public utility in the state of Ohio. CEI engages in the distribution and sale of electric energy in an area of approximately 1,600 square miles in northeastern Ohio.

TE does business as an electric public utility in the state of Ohio. TE engages in the distribution and sale of electric energy in an area of approximately 2,300 square miles in northwestern Ohio.

ATSI owns major, high-voltage transmission facilities, which consist of approximately 5,821 pole miles of transmission lines with nominal voltages of 345 kV, 138 kV and 69 kV.

JCP&L does business as an electric public utility in the state of New Jersey. JCP&L provides transmission and distribution services in 3,200 square miles of northern, western and east central New Jersey.

Met-Ed owns property and does business as an electric public utility in the Commonwealth of Pennsylvania. Met-Ed provides transmission and distribution services in 3,300 square miles of eastern and south central Pennsylvania.

Penelec does business as an electric public utility in the Commonwealth of Pennsylvania. Penelec provides transmission and distribution services in 17,600 square miles of western, northern, and south central Pennsylvania. Penelec, as lessee of the property of its subsidiary, The Waverly Electric Light & Power Company, also serves customers in Waverly, New York, and its vicinity.

FESC provides legal, financial, and other corporate support services to affiliated companies.

History

FirstEnergy Corp. was founded in 1996.

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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