

Fiskars Oyj Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Fiskars Oyj 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 Fiskars Oyj and its competitors. This provides our Clients with a clear understanding of Fiskars Oyj position in the Industry.

The report contains detailed information about Fiskars Oyj 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 Fiskars Oyj. 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 Fiskars Oyj 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 Fiskars Oyj 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 Fiskars Oyj business.

About Fiskars Oyj

Fiskars Oyj Abp engages in manufacture, distribution, and sale of consumer products worldwide. Other businesses include manufacturing and marketing of aluminum boats, real estate operations and a strategic shareholding in Wartsila Oyj Abp qualifying as an investment in an associate.

Fiskars Brands, Inc.

Fiskars Brands, Inc. manufactures consumer products. The branded consumer products range from cutting tools for home and office, through garden products and outdoor recreational tools, to housewares and consumer electronics. Fiskars Brands operates in approximately 20 countries on four continents. During 2004, Fiskars Brands divested itself into five product categories that include School, Office and Craft; Garden and Outdoor Living; Outdoor Recreation; Housewares; and Consumer Electronics.

School, Office and Craft: Fiskars Brands is the manufacturer and marketer of scissors and other tools for home, hobby- and work-related activities.

Garden & Outdoor Living: Fiskars Garden and Outdoor Living group manufactures garden, landscaping, and watering products in the United States, Finland, Norway, Germany, the United Kingdom, Poland and Russia. In all markets the main brand is

Fiskars.

Outdoor Recreation: The Outdoor Recreation group markets its ranges of hunting, fishing, biking and camping equipment predominantly in the United States and Canada. The group operates under the US-based company Gerber Legendary Blades. The products are sold to both professional and consumer users.

Housewares: The Housewares group makes a variety of products for the home kitchen, including premium cutlery, cookware, a range of kitchen utensils, and Fiskars scissors in various versions. The Housewares group focuses primarily on the Fiskars, Montana and Raadvad brands. In March, Fiskars Brands, Inc. bought the manufacture and marketing of GINGHER branded scissors.

Consumer Electronics: The Consumer Electronics group makes products for use in the home and office. They include devices to protect electrical appliances from power surges, portable connecting devices, USB, and A/V satellite products.

Market: Fiskars Brands markets in the United States, Finland, United Kingdom, Germany, Norway, Italy, Poland and Russia, and are sold through national and global retailers worldwide.

Inha Works

Inha Works, Ltd. designs, manufactures and markets Buster aluminum boats and Fiskars hinges. It offers buster aluminum boats, hinges to the door and window industry, special-purpose radiators, and rail fasteners. The main markets are the Nordic countries and others in the Baltic Sea region. The primary markets for the third product group, forged rail fasteners, are Finland and Sweden.

Real Estate Group

The Real Estate Group handles the management and upkeep of 15,000 hectares of real estate. Most of the properties, some 11,000 hectares, are located in and around the Fiskars Village.

Ferraria: The 4,000 hectares of Fiskars real estate located on the Hanko peninsula are held by the Fiskars-owned real estate company Ferraria.

The forests: In southwest Finland Fiskars uses its areas of wilderness and commercial

forests for traditional forestry and farming in accordance with long-term plans. The Laatumäki (Quality Wood) sawmill in Fiskars Village supplies wood for specialist uses, such as the furniture-making industry.

The environment: Some 10 percent of the company's land in the Uusimaa and Varsinais-Suomi districts is included in various nature conservation plans either through deed or its own corporate ownership.

Wartsila

In Wartsila Corporation, Fiskars holds 28.1 per cent of votes and 20.5 per cent of its shares. Wartsila is the Ship Power Supplier for builders, owners and operators of vessels and offshore installations. Wartsila provides power plants, operation and lifetime care services in decentralized power generation.

Ship Power: Wartsila is The Ship Power Supplier. Wartsila supplies engines, propulsion and control systems for all types of marine vessels and offshore applications.

Service: Wartsila supports its customers throughout the lifetime of their installations. Wartsila provides service and reconditioning both for ship machinery and power plants. The company offers various engine brands in key ports, long-term service contracts, predictive and condition-based maintenance, and operations and maintenance contracts.

Power Plants: Wartsila supplies power plants for decentralized power generation. It offers power plant solutions based on oil, gas and dual-fuel engines.

Imatra Steel: Imatra Steel is Wartsila's special engineering steels company. Imatra Steel produces round, square and flat special steel bars, forged engine and front axle components. Its customers are European automotive and mechanical engineering companies.

Markets

The company offers its products in North America, Europe, Scandinavia, and Finland.

History

Fiskars Oyj Abp was founded in 1649.

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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