

# Fletcher Building Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Fletcher Building Ltd. 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 Fletcher Building Ltd. and its competitors. This provides our Clients with a clear understanding of Fletcher Building Ltd. position in the [Building Products and Construction Materials Industry](#).

The report contains detailed information about Fletcher Building Ltd. 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 Fletcher Building Ltd.. 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 Fletcher Building Ltd. 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 Fletcher Building Ltd. 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 Fletcher Building Ltd. business.

## **About Fletcher Building Ltd.**

Fletcher Building Limited, through its subsidiaries, engages in the manufacture and distribution of building materials worldwide.

### Segments

The company operates in five segments: Building Products; Distribution; Infrastructure; Laminates & Panels; and Steel.

### Building Products

The Building Products Segment provides building product solutions, from foundation to roof. Its businesses include Winstone Wallboards, a manufacturer of plasterboard in New Zealand, and DVS, a provider of ventilation systems; Fletcher Insulation, in Australia, and Tasman Insulation, in New Zealand, which offer glasswool insulation; Forman Group, which offers commercial and industrial insulation and commercial ceiling and wall systems in New Zealand, and Tasman Access Floors, a provider of access flooring systems in Australia; and AHI Roofing, with manufacturing plants in New Zealand, Malaysia and Hungary, and Decra Roofing Systems in the U.S.A, supplies

stone chip coated metal roof tiles. The complementary businesses in the segment include Tasman Sinkware in Australia, which manufactures sinkware, and Fletcher Aluminium, which designs and manufactures aluminium window and door systems.

## Distribution

The Distribution Segment includes PlaceMakers, a supplier of building materials to New Zealand's commercial and residential construction markets.

## Laminates & Panels

The Laminates & Panels Segment comprises the Laminex Group and Formica Group, which manufacture, market, and distribute a range of decorative and durable laminates and panels.

**Laminex:** The Laminex Group is an Australasian manufacturer, marketer, and distributor of decorative surface laminates, component products, particleboard, and medium density fibreboard (MDF).

**Formica:** Formica Group manufactures and distributes high pressure decorative surface laminates in North America, Europe, and Asia. Its main markets are the U.S.A, Canada, Mexico, the U.K., Spain, France, the Nordic regions, the Benelux countries, Taiwan, China, and Thailand.

## Infrastructure

The Infrastructure Segment delivers the products and services that create the built environments in which communities live, work, and play and the infrastructure that links them. Its infrastructure businesses include Golden Bay Cement, which supplies cement to New Zealand and the South Pacific; Firth, a national concrete company in New Zealand, and Concrete Industries in Fiji; Humes Pipeline Systems in New Zealand and Rocla Pipeline Products in Australia, which supply infrastructure markets; Winstone Aggregates, which manufactures and distributes aggregates and sand in New Zealand, and Rocla Quarry Products, which supplies sands to Australia's building and construction industries; Fletcher Construction, the pre-eminent general contractor in New Zealand and the South Pacific; and Fletcher Residential, a specialist residential home building group in New Zealand.

## Steel

The Steel Segment has a portfolio of steel businesses across three business lines, primarily in Australia and New Zealand. The rollforming and coatings business consists of Stramit, Dimond, and Pacific Coil Coaters (PCC). Long steel businesses consist of Pacific Steel, Pacific Wire, Fletcher Pacific Steel (Fiji), and its 50 percent interest in Sims Pacific Metals. The distribution and services businesses include the EasySteel steel merchandising business, the CSP hot-dip galvanising business, the Cyclone fencing business, and Fletcher Reinforcing.

## History

Fletcher Building Limited was founded in 1981.

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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## 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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