

Fomento Económico Mexicano, S.A.B de C.V Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Fomento Económico Mexicano, S.A.B de C.V 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 Fomento Económico Mexicano, S.A.B de C.V and its competitors. This provides our Clients with a clear understanding of Fomento Económico Mexicano, S.A.B de C.V position in the [Food and Beverages](#) Industry.

The report contains detailed information about Fomento Económico Mexicano, S.A.B de C.V 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 Fomento Económico Mexicano, S.A.B de C.V. 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 Fomento Económico Mexicano, S.A.B de C.V 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 Fomento Económico Mexicano, S.A.B de C.V 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 Fomento Económico Mexicano, S.A.B de C.V business.

About Fomento Económico Mexicano, S.A.B de C.V

Fomento Economico Mexicano, S.A.B. de C.V, through its subsidiaries, operates as a beverage company in Latin America.

The company conducts its operations through the following principal holding companies: Coca-Cola FEMSA, S.A.B. de C.V. and subsidiaries (Coca-Cola FEMSA), which engages in the production, distribution and marketing of soft drinks; FEMSA Cerveza, S.A. de C.V. and subsidiaries (FEMSA Cerveza), which engages in the production, distribution and marketing of beer; and FEMSA Comercio, S.A. de C.V. (FEMSA Comercio), which operates convenience stores.

COCA-COLA FEMSA

Coca-Cola FEMSA is a bottler of Coca-Cola trademark beverages in Latin America and worldwide. Coca-Cola FEMSA operates in the following territories: Mexico – a substantial portion of central Mexico (including Mexico City) and southeast Mexico

(including the Gulf region); Central America – Guatemala (Guatemala City and surrounding areas), Nicaragua (nationwide), Costa Rica (nationwide) and Panama (nationwide); Colombia; Venezuela – nationwide; Argentina – Buenos Aires and surrounding areas; and Brazil – the area of greater Sao Paulo, Campinas, Santos, the state of Mato Grosso do Sul, the state of Minas Gerais and part of the state of Goias.

Coca-Cola FEMSA's Products

Coca-Cola FEMSA produces, markets, and distributes Coca-Cola trademark beverages, proprietary brands and brands licensed from it. The Coca-Cola trademark beverages include: sparkling beverages (colas and flavored sparkling beverages); water; and still beverages (including juice drinks, ready-to-drink teas and isotonic). Coca-Cola FEMSA's primary brand is Coca-Cola and its line extensions include Coca-Cola light and Coca-Cola Zero. Its other brands include Ciel, Fanta, Sprite, Lift, and Fresca.

Suppliers

Coca-Cola FEMSA purchases its returnable plastic bottles from Continental PET Technologies de Mexico, S.A. de C.V., a subsidiary of Continental Can, Inc., which has been the supplier of returnable plastic bottles to The Coca-Cola Company and its bottlers in Mexico. Coca-Cola FEMSA purchases resin primarily from Arteva Specialties, S. de R.L. de C.V. and Industrias Voridian, S.A. de C.V., which distributes non-returnable plastic bottles manufactured by ALPLA Fábrica de Plásticos, S.A. de C.V., known as ALPLA. Coca-Cola FEMSA mainly purchases sugar from Promotora Mexicana de Embotelladoras, S.A. de C.V., known as PROMESA, a cooperative of Coca-Cola bottlers, in which it holds a 5.0% equity interest. Coca-Cola FEMSA buys glass bottles from one supplier, Productos de Vidrio, S.A. Coca-Cola FEMSA purchases plastic non-returnable bottles from ALPLA de Venezuela, S.A. Coca-Cola FEMSA purchases pre-formed plastic ingots, as well as returnable plastic bottles from Embotelladora del Atlántico S.A., a local subsidiary of Embotelladora Andina S.A.

Acquisitions

In May 2008, Coca-Cola FEMSA completed its acquisition of the Refrigerantes Minas Gerais Ltda. (REMIL) in Brazil. In July 2008, Coca-Cola FEMSA acquired Agua de los Angeles, S.A. de C.V., a jug water business in the Valley of Mexico. In February 2009, Coca-Cola FEMSA completed the transaction with Bavaria, a subsidiary of SABMiller, to jointly acquire with The Coca-Cola Company the Brisa bottled water business (including

the Brisa brand).

Competition

Mexico: Coca-Cola FEMSA's principal competitors in Mexico are bottlers of Pepsi products. In central Mexico, Coca-Cola FEMSA competes with a subsidiary of The Pepsi Bottling Group (PBG), the bottler of Pepsi products globally, and Grupo Embotelladores Unidos, S.A.B. de C.V., the Pepsi bottler in central and southeast Mexico. Coca-Cola FEMSA's main competition in the juice category in Mexico is Jumex, a juice producer. In the water category, Coca-Cola FEMSA's main competitor is Bonafont, a water brand owned by Danone. In addition, Coca-Cola FEMSA competes with Cadbury Schweppes and with other national and regional brands in its Mexican territories.

Central America: In the countries that comprise its Central America region, Coca-Cola FEMSA's main competitors are Pepsi bottlers. In Guatemala and Nicaragua, it competes against a joint venture between Companhia de Bebidas

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?

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