

Gafisa S.A. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Gafisa S.A. 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 Gafisa S.A.. 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 Gafisa S.A. 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 Gafisa S.A. 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 Gafisa S.A. business.

About Gafisa S.A.

Gafisa S.A. engages in homebuilding operations in Brazil. The company's main business is the development of residential buildings in various locations. It also engages in the development of land subdivisions, also known as residential communities, and affordable entry-level housing. In addition, the company provides construction services to third parties. Its brands include Gafisa, Alphaville, and Tenda.

Real Estate Activities

The company's real estate business includes various activities, including developments for sale of residential units, land subdivisions (also known as residential communities), and commercial buildings; construction services to third parties; and sale of units through its brokerage subsidiaries, Gafisa Vendas Intermediacao Imobiliaria Ltda and Gafisa Vendas in Rio de Janeiro, jointly referred as 'Gafisa Vendas.' The company's developments for sale are divided into three categories, including Residential Buildings, Land Subdivisions, and Commercial Buildings.

Residential Buildings

In the residential buildings product category, the company develops three main types of products, including luxury buildings targeted at upper-income customers; buildings

targeted at middle-income customers; and affordable entry-level housing targeted at lower-income customers.

Luxury Buildings: Luxury buildings have approximately 180 square meters of private area, at least 4 bedrooms and three parking spaces. The development includes swimming pools, gyms, visitor parking, and other amenities.

Middle Income Buildings: Buildings targeted at middle-income customers have between 90 and 180 square meters of private area, 3 or 4 bedrooms and 2 to 3 underground parking spaces.

Affordable Entry-Level Developments: Affordable entry-level housing consists of building and house units.

Land Subdivisions under Gafisa Brand

The company develops residential land subdivisions for sale upon which residential buildings can be developed. It provides the infrastructure for a given land subdivision planning, such as the electric, water and sewage systems, paved streets, and common recreational areas.

Land Subdivisions under Alphaville Brand

The company owns a 60% of its subsidiary Alphaville Urbanismo S.A. (Alphaville), the residential community development company in Brazil focused on the identification, development and sale of residential communities in the metropolitan regions throughout Brazil targeted at upper and upper-middle income families. The company's new residential communities are sold under the Alphaville brand.

The company, whenever it develops a new Alphaville community, provides the basic civil works for supporting the construction on the lots, such as electrical, telephone and data communications cabling, hydraulic (water and sewer) mains and treatment facilities, landscaping and gardening, lighting and paving of the streets and driveways and security fencing. In its Alphaville communities, the company also builds a social and sports club for the residents, with soccer, golf and tennis fields, jogging and bicycle tracks, saunas, swimming pools, ballrooms, restaurants and bars, and other facilities. In addition, Alphaville projects have a shopping center where residents can shop for clothes and groceries. Additionally, whenever the company develops a new Alphaville community far from urban centers, the company seeks to assist in establishing schools

near the community by forming partnerships with educational institutions.

Commercial Buildings

In 2009, the company launched four commercial buildings, including Centro Empresarial Madureira, Paulista Corporate, Reserva Eco Office Life, and Global Offices. As of December 31, 2008, the company had four commercial buildings under development for sale includes Sunplaza Personal Office and Icarai Corporate, both in the state of Rio de Janeiro, Manhattan Wall Street in Salvador and JTR in Maceio.

In 2007, the company completed the Eldorado Business Tower in Sao Paulo, a triple A standard office building developed in partnership with Sao Carlos Empreendimentos e Participacoes S.A. and Banco Modal S.A. The Eldorado Business Tower brings together advanced technology and environmental innovation.

Construction Service

The company provides construction services to third parties, building residential and commercial projects for the developers in Brazil. Its principal construction services clients are large companies, majority of them developers that do not build their own projects. As of December 31, 2009, the company's principal construction services clients were Fibra Empreendimentos Imobiliários S.A., Sisan-Grupo Silvio Santos, Camargo Correa Desenvolvimento Imobiliario S.A., Helbor Empreendimentos Imobiliarios Ltda., InCons S.A., SDI Desenvolvimento Imobiliario Ltda., and Abyara. It also provides construction services on certain developments where it retains an equity interest.

Markets

The company operates in approximately 120 municipalities, including Sao Paulo, Rio de Janeiro, Salvador, Fortaleza, Natal, Curitiba, Belo Horizonte, Manaus, Porto Alegre, and Belem, across 21 states and the Federal District.

Clients

The company's customers consist of development and construction service clients. Development clients are those who purchase units in its developments. As of December 31, 2009, its development-client database included approximately 71,000 individuals. The company has approximately 28,000 active clients. As of December 31, 2009, the

company's construction services clients included Fibra Empreendimentos Imobiliarios S.A., Sisan-Grupo Silvio Santos, Camargo Correa Desenvolvimento Imobiliario S.A., Helbor Empreendimentos Imobiliarios Ltda., Ypua Empreendimentos Imobiliarios SPE Ltda, Grupo Sisan, InCons SA, SDI Desenvolvimento Imobiliario Ltda., Fibra Empreendimentos Imobiliários, Incols Curitiba Empreendimentos Imobiliários SPE, and Abyara.

Suppliers

The company's suppliers include Gerdau Açominas S.A., Votorantim Cimentos Brasil Ltda., Cia. Brasileira de Concreto S.A., and Supermix Concreto S.A.

History

Gafisa S.A. was founded in 1997.

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?

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