

# GEA Group AG Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

GEA Group AG 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 GEA Group AG and its competitors. This provides our Clients with a clear understanding of GEA Group AG position in the [Heavy Machinery](#) Industry.

The report contains detailed information about GEA Group AG 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 GEA Group AG. 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 GEA Group AG 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 GEA Group AG 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 GEA Group AG business.

## **About GEA Group AG**

mg technologies ag, through its subsidiaries, engages in the mechanical and plant engineering business worldwide. It operates in three segments that include Customized Systems, Process Equipment, Process Engineering and Plant Engineering.

### Customized Systems

The Customized Systems segment comprises the Refrigeration and Air Treatment strategic business units (SBUs). The operating units of the Customized Systems segment are engaged in manufacturing standardized components and customized systems whose technologies are almost based on the principle of heat exchange using air. This segment supplies products that provide commercial and industrial premises with heating, cooling, ventilation and filtering facilities. Its product range also encompasses refrigerants, as well as a number of specialist and distribution components and appliances that form part of the refrigeration cycle. These are used in the food, chemical and pharmaceutical industries and in the field of ship refrigeration.

The management holding company in the Refrigeration strategic business unit is Grasso's Koninklijke Machinefabriek N.V. in Netherlands. It is active in the field of industrial cooling, both of processes and products. The product range is based on two

core components: reciprocating and screw compressors. Reciprocating compressors are used where there are severe fluctuations in capacity utilization - open-air ice rinks. The fields in which these are principally used are processing and storage, and also the transportation of food stuffs.

The companies in the Air Treatment strategic business unit provide the atmospheric environment for all aspects of living. The product range comprises both centralized and decentralized appliances for the heating, cooling, and ventilation of commercial and industrial premises. These include central ventilation system for large buildings, terminals, comfort appliances, air heaters, cooling equipment and pertinent components, such as filters, the companies in this SBU also develop all the control systems for these processes themselves. This heating, ventilation and air-conditioning equipment is used in the workplace, air-conditioned hotels, public buildings, retail and commercial real estate, leisure facilities, such as Center Parcs, large function rooms and workshops. Clean-room systems are offered for the pharmaceutical and electronics industries and for hospitals. The company's Air-filtering technology (separators, filters and even filtering plants) is used in areas, such as the automotive industry building engineering and in various aspects of processing engineering.

## Process Equipment

The Process Equipment segment is represented by the mechanical separation, process equipment and dairy farm systems SBUs. The operating units of the Process Equipment segment mainly produce standardized components that are manufactured in large volumes for the process industry and other sectors. Some are designed to customers' specifications so that they can be easily integrated into their processes, plant or equipment. Westfalia Separator, the management holding company of the Mechanical Separation strategic business unit, produces decanters and separators. Process engineering components include compact, tubular and plate heat exchangers that optimize energy use, as well as equipment cooling systems, valves, pumps and homogenizers. This segment also manufactures and sells separators and decanters with a range of applications. It also specializes in technologies used for milking and feeding cows and for cooling milk.

## Process Engineering

The Energy Technology and Process Engineering SBUs make up the Process Engineering segment. The operating units of the process engineering segment are engaged in process plant engineering (large components), manufacturing core

components. The Process Engineering SBU engages in the field of industrial drying and supplies plant and equipment centering on power technology, power processing and liquid processing. The Energy Technology SBU manufactures components used, among other things, for cooling in power generation and in the chemical and petrochemical industries.

## Plant Engineering

The Plant Engineering segment reported here comprises the Lurgi, Lurgi Lentjex, Gas Cleaning and Zimmer SBUs, which are engaged in process engineering and plant engineering. This includes the development and realization of plant and equipment for the gas, mineral-oil, pharmaceutical and chemical industries. Whereas Lurgi specializes in synthesis-gas and methanol plants, as well as process for turning natural gas into petrochemicals, Zimmer focuses on process-drive plant engineering for polymers, synthetic fibers and thermoplastics. Lurgi Lentijes specializes in processes, technologies and components for the industrial use of energy from fossil fuels and regenerative power generation from biomass and waste products. It supplies plant and equipment for power generation and for flue-gas cleaning in power stations. The Gas Cleaning SBU, which used to belong to the Lurgi Lentijes segment, is engaged in the cleaning of industrial waste gases.

## Markets

The company operates mainly in Germany, European Union (except Germany), Rest of Europe, North America, Central / South America, Asia, Australia, Middle East and Africa.

## History

mg technologies ag was co-founded by Wilhelm Merton, Leo Ellinger, and Zacharias Hochschild as Metallgesellschaft AG in 1881 in Frankfurt am Main, Germany. It changed its name to mg technologies ag in 2000.

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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