

# Genting Malaysia Berhad Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Genting Malaysia Berhad 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 Genting Malaysia Berhad and its competitors. This provides our Clients with a clear understanding of Genting Malaysia Berhad position in the [Restaurants and Leisure Industry](#).

The report contains detailed information about Genting Malaysia Berhad 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 Genting Malaysia Berhad. 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 Genting Malaysia Berhad 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 Genting Malaysia Berhad 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 Genting Malaysia Berhad business.

## **About Genting Malaysia Berhad**

Resorts World Bhd engages in tourist resort business at Genting Highlands, Malaysia. It provides leisure and hospitality services, which comprise amusement, gaming, hotel, and entertainment. The principal activities of the subsidiary companies include property development and management, leisure and hospitality services, investments, time share ownership scheme, tours and travel related services. The principal activities of the associated company include cruise and cruise related operations.

### **Genting Highlands Resort**

Genting Highlands Resort (Resort) or known as Genting - 'City of Entertainment' is an invigorating destination that offers leisure and entertainment activities in a refreshingly cool highland climate. The Resort is one of Asia's major holiday destinations and a key holiday destination in Malaysia, attracting visitors from Malaysia, Singapore and all over the world, particularly the Asia-Pacific region.

### **Hotels**

The five hotels at the Resort - Genting Hotel, Highlands Hotel, Resort Hotel, Theme

Park Hotel and First World Hotel with a total of about 6,100 hotel rooms, an overall average occupancy rate of 77% in 2003. It attracts tourist from China, Singapore, Taiwan and India.

### Conventions

Genting International Convention Centre is a venue for Meetings, Incentives, Conventions and Exhibitions (MICE) at the Resort. A total of 2,107 functions were held at the Resort during the year 2003.

### Shopping and Food & Beverage (F&B)

First World Plaza, a shopping paradise in Malaysia, offers visitors an experience of shopping, dining and entertainment. First World Plaza has 77 retail shops and kiosks, 48 F&B outlets, 19 rides and attractions and six leisure and entertainment outlets under one roof. A range of products and merchandise are sold at branded retail outlets, such as B.U.M Equipment, Camel Active, Dockers, U2, Nike, Levi's, Apex Pharmacy and many others.

### Genting Theme Park

Genting Theme Park, which comprises approximately 50 rides and attractions and up to 500 video games simulators at the Resort's Indoor and Outdoor Theme Parks and at the vibrant First World Plaza, continues to live up to its theme of providing endless and exciting 'Fun At The Peak'.

### Awana Hotels & Resorts

Awana Genting Highlands Golf & Country Resort is a refreshing getaway from the hustle and bustle of the city. This 5-star resort has 428 well-appointed guestrooms, 17 well-equipped function rooms with spacious foyers and an 18-hole award winning championship golf course.

### Star Cruises Limited

The company's associate Star Cruises Limited (SCL) is the cruise operator in Asia-Pacific, with a current fleet of 17 ships and over 22,000 lower berths. SCL's vessels are operated under the brand names of Star Cruises, Norwegian Cruise Line (NCL), Orient Lines and Cruise Ferries and call at over 200 destinations and islands in Asia-Pacific,

Caribbean, Alaska, Bermuda, Antarctica, Hawaii, North and South America, Europe, Australia and the Mediterranean.

### e-Commerce & IT Development

eGENTING is the e-commerce and IT division of Genting Berhad. It operates Malaysia's online hospitality website, call centre operations in the region and the only regional loyalty program to create an integrated, global reservation system where customers can access and purchase rooms, show tickets, limousines and food & beverage products and services.

### History

Resorts World Bhd was incorporated in 1980. The company's ultimate holding company is Genting Berhad.

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.

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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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