

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

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Abstracts

Gerda 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 Gerda S.A. and its competitors. This provides our Clients with a clear understanding of Gerda S.A. position in the [Metals and Mining](#) Industry.

The report contains detailed information about Gerda 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 Gerda 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 Gerda 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 Gerdau 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 Gerdau S.A. business.

About Gerdau S.A.

Gerdau S.A., through its subsidiaries, engages in the production and sale of steel products in Brazil and internationally. The company also engages in other activities related to the production and sale of steel products, including reforestation; electric power generation projects; coking coal, iron ore, and pig iron production; as well as fab shops and downstream operations.

The company offers an array of steel products, which are manufactured according to various customer specifications. Its product mix includes crude steel (slabs, blooms, and billets) sold to rolling mills, finished products for the construction industry, such as rods and structural bars, finished products for industry, such as commercial rolled steel bars and machine wire, and products for farming and agriculture, such as poles, smooth wire, and barbed wire. It also produces specialty steel products utilizing advanced technology and with a certain degree of customization for the manufacture of tools and machinery, chains, locks, and springs, mainly for the automotive and mechanical industries.

The company has 59 steel producing units globally, including joint ventures and associate companies. The joint ventures include a unit located in the United States for the production of flat rolled steel and another unit in India. The associate companies are Aceros Corsa S.A. de C.V., in Mexico; Corporacion Centroamericana del Acero S.A. in

Guatemala; and Industrias Nacionales, C. por A. (INCA) in the Dominican Republic. As of December 31, 2009, the company's total consolidated installed capacity, excluding the company's investments in joint ventures and associates, unconsolidated companies, was approximately 26 million tonnes of crude steel and 22 million tonnes of rolled steel products.

Operations

The company sells its products to a list of customers for use in the construction, manufacturing, and agricultural industries. Its business segments include Brazil (Brazil BO); North America (North America BO); Latin America (Latin America BO); and Specialty Steel (Specialty Steel BO).

Brazil BO

Brazil BO delivers its products directly to customers through outsourced companies. The company distributes its products in Brazil through Comercial Gerdau, its distribution channel, with 69 stores throughout Brazil, 38 fabricated reinforcing steel facilities (Prontofer) and 4 flat steel service centers, serving approximately 110,000 customers in the year. Another distribution channel is the network of approximately 21,000 points of sales to which it sells its products. This Business Operation has annual crude steel installed capacity of 9.3 million tonnes and 5.4 million tonnes of finished steel products.

North America BO

The company operates in North America through its majority-owned subsidiary, Gerdau Ameristeel. The North America BO has annual manufacturing capacity of approximately 10.3 million tonnes of mill finished steel products. It has a vertically integrated network of 18 steel units and one 50.0 percent-owned joint venture for the operation of a mini-mill, 21 scrap recycling facilities, 12 downstream operations (including three 50.0 percent-owned joint ventures), and 49 fab shops. Gerdau Ameristeel primarily serves customers in the eastern regions of the United States and Canada. North America BO's products are generally sold to steel service centers and steel fabricators or directly to original equipment manufacturers for use in various industries, including construction, automotive, mining, cellular, and electrical transmission, metal construction fabrication, and equipment fabrication.

North America BO operates mills and downstream. The mills manufacture and market a range of steel products, including steel reinforcement bars (rebar), merchant bars,

structural shapes, beams, special sections, and coiled wire rod. The mills also produces rebar, merchant bars, rod, and special bar quality products used by the downstream. The downstream comprises secondary value-added steel businesses and consists of fabrication of rebars, railroad spikes, cold drawn products, super light beam processing, elevator guide rails, grinding balls, wire mesh

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?

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