

Grupo Posadas SA de CV Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Grupo Posadas SA de CV 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 Grupo Posadas SA de CV and its competitors. This provides our Clients with a clear understanding of Grupo Posadas SA de CV position in the [Restaurants and Leisure Industry](#).

The report contains detailed information about Grupo Posadas SA de CV 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 Grupo Posadas SA de CV. 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 Grupo Posadas SA de CV 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 Grupo Posadas SA de CV 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 Grupo Posadas SA de CV business.

About Grupo Posadas SA de CV

Grupo Posadas, S.A. de C.V. operates in hotel industry in Mexico. The principal activities of the company include the ownership, management, and operation of hotels; design of vacation and lodging plans; provision of services to individual customers and travel agencies; and operation of vacation clubs. The proprietary hotel-brands of the group include Fiesta Americana, Fiesta Inn, Fiesta Americana Grand, Cesar Business, the Exploreal, and Caesar Park.

As of December 31, 2003, the company's 15 hotels are leased and 33 hotels are majority owned. As of the same date, the company operated a total of 14,605 rooms, including owned, leased and managed hotels. It also operates in Brazil, Argentina, and the United States of America. The company hotels offer luxurious rooms, exclusive restaurants and modern facilities for meetings, in the principal destinations of Latin America.

Fiesta Americana Grand

Fiesta Americana Grand was conceived of in 1999; this is a service category designed especially for the Grand Tourism traveler.

Fiesta Americana

Fiesta Americana combines its renowned architectural lines with traditional Mexican hospitality. It offers business and pleasure travelers alike, as well as groups, cheerful, contemporary Mexican ambience, casual luxury and the service their life styles demand.

Fiesta Inn

Fiesta Inn answers to the concept of hotel service designed to satisfy the every need of its business travelers. Fiesta Inn hotels offer between 120 and 160 rooms, functional facilities, and pleasant and comfortable work areas.

Caesar Park

The Caesar Park hotels have become reference points for the business, social, artistic, and cultural life of each of the cities in which they are located.

Caesar Business

Caesar Business, a brand launched by Grupo Posadas for the South American market, has been created to handle the business needs of men and women seeking a comfortable hotel when away from the office.

The Exploreal

The Exploreal Kohunlich is a resort located in the midst of an exuberant Maya's rainforest in the middle of a great green extension.

Additionally the Company operates a business called 'Vacation Club', which is similar to time-sharing. This concept is being developed in Los Cabos, Baja California Sur, and in Cancun, Quintana Roo, Mexico, with the support, as of 2002, of Hilton Grand Vacation Club and Resort Condominiums International (RCI).

Significant Events

Grupo Posadas SA de CV has formed an alliance with the local real estate developers Gicsa and GDI to invest in the construction of 22 hotels in strategic cities throughout Mexico. Gicsa and GDI would have a 25% stake each in the project. The hotels would

offer 3,000 rooms.

History

Grupo Posadas, S.A. de C.V. was founded by Don Gaston Azcarraga Tamayo in 1970.

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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