

# HKR International Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

HKR International Ltd. 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 HKR International Ltd. and its competitors. This provides our Clients with a clear understanding of HKR International Ltd. position in the [Real Estate](#) Industry.

The report contains detailed information about HKR International Ltd. 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 HKR International Ltd.. 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 HKR International Ltd. 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 HKR International Ltd. 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 HKR International Ltd. business.

### **About HKR International Ltd.**

HKR International, Ltd. operates as an investment holding company. The company's subsidiaries are principally engaged in the development, management and provision of essential and recreational services for residential housing and leisure projects in Discovery Bay, Lantau Island, other property development, property investment, hotel operation, manufacturing, other investments and provision of health care services.

The company's associates and jointly controlled entities are principally engaged in property development, property investment, construction and provision of health care services.

The company has various property development and investment projects in Hong Kong, the Mainland China and the Asia Pacific Region. Its business is diversified from the core of property development into stylish hotels and spas, healthcare services, serviced apartments, transportation, club facilities and building materials.

### **Segments**

The company operates in six segments that include: Property Development, Property Investment, Services, Hotels, Treasury Investment, and Manufacturing.

## Property Development and Investment

The company engages in the development of housing with various projects in Hong Kong, the Mainland China and South East Asia. Discovery Bay is its flagship project in Hong Kong and demonstrates a self-contained community offering a different lifestyle. Other development projects developed by the company in Hong Kong include Discovery Park in Tsuen Wan and Coastal Skyline in Tung Chung. It also identifies suitable investment and development projects in Bangkok, Singapore and Shanghai.

## Hospitality

The company engages in the hospitality business. It owns and manages two luxury hotels in South East Asia — The Sukhothai in Bangkok, Thailand and The Sentosa Resort and Spa in Singapore, which includes the Spa Botanica. In addition to hotels and a spa, the Group also owns and manages luxury serviced apartments in Shanghai and South East Asia.

## Services

The company offers property and management services. It offers clubs that are designed for its clientele at Discovery Bay, including the Discovery Bay Golf Club, Discovery Bay Marina Club, Discovery Bay Residents Club and the new Club Siena. These facilities allow the residents to pursue their lifestyle desires. In addition to club facilities, it also operates transportation services, which include internal and external transit services at Discovery Bay. It operates the Discovery Bay Tunnel, to ensure transport access for residents to surrounding areas, including the Hong Kong International Airport.

## Other Investments

The company has invested in specialized healthcare service in Hong Kong, the Mainland China and the Philippines. Through its subsidiary, GenRx Holdings, Ltd., the company has a substantial interest in AmMed Cancer Center, which offers cancer treatment services, and owns the Qualigenics Diabetes Centre. It also provides healthcare services in the Mainland China through a network of dental surgeons and multi specialty clinics.

The company's dental investment in the Mainland China, Arrail Dental Group and

Orthodontics Asia also expanded and relocated to prime locations in Beijing, Shanghai and Shenzhen to serve its expatriate communities.

The company offers a range of property related services to the local and international market. Its subsidiary, Imperial Bathroom Products, Ltd., supplies products ranging from bathroom products to sanitary appliances, to Hong Kong, the Mainland China and overseas markets.

### Joint Venture

The company has a Joint Venture with the Chinese University of Hong Kong. Pursuant to which it opened the Qualigenics Diabetes Centre in Shatin in November 2002 and a second clinic was opened in July 2003 to serve outpatient clientele in Central, offering new services and equipment, and providing people with the choice of a new private medical centre.

### Geographical Markets

The company's operations or its underlying operating assets are located in Hong Kong, North America, South East Asia, the People's Republic of China (PRC) other than Hong Kong, and Australia.

The company's property development, property investment and services provided activities are carried out principally in Hong Kong, South East Asia and the China. Hotel operations are carried out in South East Asia. The operating assets of treasury investment are principally located in North America. The manufacturing business is principally carried out in the China and Australia, whereas the construction business is principally carried out in Hong Kong.

### Significant Events

During the year ended March 31, 2004, the company entered into various sale agreements to dispose of subsidiaries namely Congin Investment Limited; Congin Shanghai (HK) Limited; Shanghai Hanison Centre Real Estate Development Co., Ltd.; Asia Asset Property Services (Guangzhou) Co., Ltd.; Asia Asset Property Services, (Shanghai) Co., Ltd.; and Asia Asset Property Services Limited.

### History

The company was founded by CHA Chi Ming.

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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