

# Horizon Lines, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Horizon Lines, Inc. 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 Horizon Lines, Inc. and its competitors. This provides our Clients with a clear understanding of Horizon Lines, Inc. position in the [Sea Transportation](#) Industry.

The report contains detailed information about Horizon Lines, Inc. 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 Horizon Lines, Inc.. 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 Horizon Lines, Inc. 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 Horizon Lines, Inc. 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 Horizon Lines, Inc. business.

## **About Horizon Lines, Inc.**

Horizon Lines, Inc., through its subsidiaries, provides container shipping and integrated logistics services. The company's principal subsidiaries are Horizon Lines, LLC (Horizon Lines) and Horizon Logistics Holdings, LLC (Horizon Logistics).

### **Business**

The company's services are classified into two principal businesses, Horizon Lines and Horizon Logistics.

#### **Horizon Lines, LLC**

The company operates a Jones Act container shipping business with primary service to ports within the continental United States, Puerto Rico, Alaska, Hawaii, and Guam. It also offers terminal services at certain ports.

The company owns or leases 20 vessels, 15 of which are fully qualified Jones Act vessels, and approximately 18,500 cargo containers. The company also provides shipping and logistics services in its markets. It has access to terminal facilities in each of its ports, operating its terminals in Alaska, Hawaii, and Puerto Rico and contracting

for terminal services in the seven ports in the continental U.S. and in the ports in Guam, Yantian and Xiamen, China, and Kaohsiung, Taiwan.

The company ships a spectrum of consumer and industrial items used every day in its markets, ranging from foodstuffs (refrigerated and non-refrigerated) to household goods and auto parts to building materials and various materials used in manufacturing.

**Customers:** The company has customer relationships with consumer and industrial products companies, such as Costco Wholesale Corporation; Johnson & Johnson; Lowe's Companies, Inc.; Safeway, Inc.; Toyota Motor Corporation; and Wal-Mart Stores, Inc. The company also serves various agencies of the U.S. government, including the Department of Defense and the U.S. Postal Service.

**Competition:** The company's competitors include TOTE, Matson Navigation Co, Sea Star Lines, Crowley, and Trailer Bridge, Inc.

#### Horizon Logistics Holdings, LLC

The company provides integrated logistics service offerings, including rail, trucking, warehousing, distribution, expedited logistics, and non-vessel operating common carrier (NVOCC) operations. It offers these services through relationships with affiliated and third-party truckers, railroads, and worldwide ocean carriers.

The company's service offerings are divided into the following categories: truck brokerage, offering less-than-truckload and full-truck-load services utilizing trucks owned by its affiliate, Sea-Logix, and a nationwide network of vans, flatbeds, and drop-deck trailers; non-vessel operating common carrier, offering small to medium sized shippers a solution for ocean shipping worldwide; rail, providing an alternative for less time sensitive delivery requirements; warehouse and distribution, consisting of centralized storage and other value-added distribution services including pick and pack, and expedited logistics, consisting of unique and expedited point-to-point service for customers with time sensitive delivery requirements.

The company operates a warehouse and cross-dock facility in Compton, California to offer integrated inbound and export logistics services to manufacturers and retailers. It also has a facility to offer an integrated distribution solution, including a port drayage service using Sea-Logix-owned and leased clean truck and transportation worker identification credential (TWIC) compliant fleet; air freight forwarding; transload for international import and export logistics; intermodal transportation management; value-

added distribution services; and long-term storage as required by customers.

## History

Horizon Lines, Inc. was founded in 1956.

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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