

# Koninklijke Philips Electronics NV Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Koninklijke Philips Electronics NV 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 Koninklijke Philips Electronics NV and its competitors. This provides our Clients with a clear understanding of Koninklijke Philips Electronics NV position in the Industry.

The report contains detailed information about Koninklijke Philips Electronics NV 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 Koninklijke Philips Electronics NV. 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 Koninklijke Philips Electronics NV 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 Koninklijke Philips Electronics NV 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 Koninklijke Philips Electronics NV business.

## **About Koninklijke Philips Electronics NV**

Koninklijke Philips Electronics N.V. engages in the healthcare, consumer lifestyle, and lighting product businesses worldwide.

### Healthcare

The company operates in areas, such as cardiac care, acute care and home healthcare. Philips Healthcare's main activities are organized across five businesses, including Imaging Systems — x-ray, computed tomography (CT), magnetic resonance (MR) imaging, and nuclear medicine imaging equipment; Clinical Care Systems — ultrasound imaging, hospital respiratory systems, cardiac care systems and children's medical ventures; Home Healthcare Solutions — sleep management and respiratory care, medical alert services, remote cardiac services, remote patient management; Healthcare Informatics and Patient Monitoring — healthcare informatics, patient monitoring systems and image management services; and Customer Services — consultancy, clinical services, education, equipment financing, asset management, and equipment maintenance and repair.

Products and services are sold to healthcare providers, including academic, enterprise and institutions, clinics, physicians, home healthcare agencies, and consumer retailers.

## Consumer Lifestyle

In 2009, the Consumer Lifestyle sector consisted of various areas of business, including television, shaving & beauty, audio & video multimedia, domestic appliances, health & wellness, and peripherals & accessories.

The company partners with companies from other fields, such as Sara Lee/Douwe Egberts and Nivea Beiersdorf to deliver customer-focused appliance/consumable combinations. The company's global sales and service organization covers approximately 50 mature and emerging markets. In addition, it operates manufacturing and business creation organizations in the Netherlands, France, Belgium, Austria, Hungary, Singapore, Argentina, Brazil, and China.

## Philips Lighting

Philips Lighting engages in the development, manufacturing, and application of lighting solutions. It addresses people's lighting needs across a range of environments. Indoors, the company offers specialized lighting solutions for homes, shops, offices, schools, hotels, factories and hospitals. Outdoors, it provides lighting for public spaces, residential areas and sports arenas. The company also meets people's needs on the road, by providing lighting for traffic (car lights and street lighting). In addition, it addresses people's desire for light-inspired experiences through architectural projects. It also offers specific applications of lighting in specialized areas, such as horticulture, refrigeration lighting and signage, as well as heating, air and water purification, and healthcare.

The company's lighting business spans the entire lighting value chain — from lighting sources, electronics and controls to full applications and solutions through various businesses, including Lamps: incandescent, halogen, (compact) fluorescent, high-intensity discharge; Consumer Luminaires: functional, decorative, lifestyle, scene-setting; Professional Luminaires: city beautification, road lighting, sports lighting, office lighting, shop/hospitality lighting, industry lighting; Lighting Electronics and Controls: electronic gear, electromagnetic gear, controls; Automotive Lighting: car headlights, car signaling, interior; Special Lighting Applications: projection, entertainment, purification, comfort heating, light & health; Lighting components: LUXEON, SnapLED, SuperFlux; and Lighting modules: modules, retrofits, and new applications.

The Lamps business conducts its sales and marketing activities through the wholesale,

OEM and consumer channels. Professional Luminaires is organized in a Trade business (commodity products) and a Project solutions business (project luminaires and solutions). The main focus is on specifiers, lighting designers, architects and urban planners. Automotive Lighting is organized in two businesses: OEM and After-market. Lighting Electronics and Controls, Special Lighting Applications and Lighting components and modules conduct their sales and marketing through both the OEM and wholesale channels.

Group Management & Services

Corporate Technologies: Corporate Tech

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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