

# Ladbrokes PLC Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Ladbrokes PLC 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 Ladbrokes PLC and its competitors. This provides our Clients with a clear understanding of Ladbrokes PLC position in the [Restaurants and Leisure](#) Industry.

The report contains detailed information about Ladbrokes PLC 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 Ladbrokes PLC. 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 Ladbrokes PLC 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 Ladbrokes PLC 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 Ladbrokes PLC business.

## **About Ladbrokes PLC**

Ladbrokes plc operates as a betting and gaming company. As of December 31, 2008, the company owned and operated a network of 2,600 retail betting shops in the United Kingdom, Ireland, and Belgium.

### Segments

#### The U.K. Retail Segment

The U.K. Retail Segment comprises betting activities in the shop estate in Great Britain. It has approximately 2,100 premises. It offers horses, greyhounds, numbers/virtual, football and then other sports. In addition, it has approximately 8,000 machines across the estate, which allows the player to select from approximately 14 games.

#### Other European Retail Segment

The Other European Retail Segment comprises activities connected with the Ireland, Belgium and Italy shop estates. It has 286 shops in Ireland; 308 shops in Belgium; and 86 shops and 51 corners in Italy. The company's shops in Northern Ireland offer content to Great Britain, whereas the Republic of Ireland does not have machines and is

focused on Irish horseracing. In Belgium, it offers French horseracing, foreign horseracing, football and British greyhound racing. In Italy, the company offers its customers various markets, including fixed odds horse bets, Italian Tote horse bets, approximately 2,500 football markets across 36 leagues and additional markets in minor sports, such as basketball and volleyball.

### eGaming Segment

The eGaming Segment comprises betting and gaming activities from online operations. Ladbrokes.com is a betting and gaming Web site with approximately 725,000 active customers betting in 13 languages and 18 currencies. On its Ladbrokes.com Web site customers can bet on approximately 70 sports and approximately 1.5 million different markets, with football and horseracing being popular. Its new Sportsbook includes tailored Nordic content offering to include sports, such as trotting and handball, and expanding its betting-in-play offering. Ladbrokescasino.com offers customers approximately 375 casino games, including roulette, blackjack, three-card casino poker, baccarat, craps and approximately 200 slots. At its busiest time Ladbrokespoker.com has approximately 5,000 customers playing on 800 tables. In total, it has approximately 145,000 customers. In addition its Games sites offer approximately 100 gaming products including slots, virtual scratchcards and quizzes, such as 'Who Wants to be a Millionaire?' and 'Deal or No Deal'.

### Telephone Betting Segment

The Telephone Betting Segment comprises activities relating to bets taken on the telephone. It provides the broadest channel offering and this includes taking bets over the telephone. During 2008, the business received 6.4 million calls from approximately 108,000 customers. It has call centers in Liverpool and Harrow together with a multilingual offering in Kuala Lumpur. The High Rollers business provides a personal betting service to high net worth individuals

### Other Segment

The Other Segment comprises international development operations and the start up of its Spanish joint venture. The Spanish joint venture, Sportium Apuestas Deportivas SA, has 45 outlets operating. It has developed relationships outside of the U.K., including in countries, such as China, Vietnam, and India.

### Acquisitions

In February 2008, the company acquired 100% of the ordinary share capital of Agenzie Scommesse SRL, a betting company in Italy.

In February 2008, the company also acquired the trade and assets of Eastwood Bookmakers, in Northern Ireland.

In April 2008, the company acquired the trade and assets of McCartan Bookmakers in Northern Ireland.

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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