

# Lanzhou Zhuangyuan Pasture Co Ltd Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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# **Abstracts**

Lanzhou Zhuangyuan Pasture Co 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 Lanzhou Zhuangyuan Pasture Co Ltd and its competitors. This provides our Clients with a clear understanding of Lanzhou Zhuangyuan Pasture Co Ltd position in the Fish/Livestock Industry.

The report contains detailed information about Lanzhou Zhuangyuan Pasture Co Ltd that gives an unrivalled in-depth knowledge about internal businessenvironment 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 Lanzhou Zhuangyuan Pasture Co 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 Lanzhou Zhuangyuan Pasture Co 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 Lanzhou Zhuangyuan Pasture Co 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 Lanzhou Zhuangyuan Pasture Co Ltd business.

## About Lanzhou Zhuangyuan Pasture Co Ltd

Lanzhou Zhuangyuan Pasture CO., LTD. is a China-based company principally engaged in the production, processing and marketing of dairy products and milk beverages, as well as the dairy farming business. The Company's main products include various types of liquid dairy products, such as pasteurized milk, sterilized milk, milk preparation, fermented milk and milk drinks, as well as the plateau special milk, barley milk tea and Tibetan tea. The Company distributes its products mainly in the domestic market.

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.



# **Contents**

#### RESEARCH METHODOLOGY

#### **DISCLAIMER**

#### 1. LANZHOU ZHUANGYUAN PASTURE CO LTD COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

#### 2. LANZHOU ZHUANGYUAN PASTURE CO LTD BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

#### 3. LANZHOU ZHUANGYUAN PASTURE CO LTD SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

#### 4. LANZHOU ZHUANGYUAN PASTURE CO LTD FINANCIAL ANALYSIS

- 4.1. Financial Statements
- 4.1.1. Income Statement
- 4.1.2. Balance Sheet
- 4.1.3. Cash Flow
- 4.2. Financial Ratios
- 4.2.1. Profitability
- 4.2.2. Margin Analysis



- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

# 5. LANZHOU ZHUANGYUAN PASTURE CO LTD COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. Lanzhou Zhuangyuan Pasture Co Ltd Direct Competitors
- 5.2. Comparison of Lanzhou Zhuangyuan Pasture Co Ltd and Direct Competitors Financial Ratios
- 5.3. Comparison of Lanzhou Zhuangyuan Pasture Co Ltd and Direct Competitors Stock Charts
- 5.4. Lanzhou Zhuangyuan Pasture Co Ltd Industry Analysis
- 5.4.1. Fish/Livestock Industry Snapshot
  - 5.4.2. Lanzhou Zhuangyuan Pasture Co Ltd Industry Position Analysis

#### 6. LANZHOU ZHUANGYUAN PASTURE CO LTD NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

# 7. LANZHOU ZHUANGYUAN PASTURE CO LTD EXPERTS REVIEW1

- 7.1. Experts Consensus
- 7.2. Experts Revisions

#### 8. LANZHOU ZHUANGYUAN PASTURE CO LTD ENHANCED SWOT ANALYSIS<sup>2</sup>

# 9. HONG KONG PESTEL ANALYSIS<sup>2</sup>

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors



- 9.5. Environmental Factors
- 9.6. Legal Factors

# 10. LANZHOU ZHUANGYUAN PASTURE CO LTD IFE, EFE, IE MATRICES<sup>2</sup>

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

# 11. LANZHOU ZHUANGYUAN PASTURE CO LTD PORTER FIVE FORCES ANALYSIS<sup>2</sup>

# 12. LANZHOU ZHUANGYUAN PASTURE CO LTD VRIO ANALYSIS<sup>2</sup>

**APPENDIX: RATIO DEFINITIONS** 

#### LIST OF FIGURES

Lanzhou Zhuangyuan Pasture Co Ltd Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit

**Profit Margin Chart** 

**Operating Margin Chart** 

Return on Equity (ROE) Chart

Return on Assets (ROA) Chart

Debt to Equity Chart

**Current Ratio Chart** 

Lanzhou Zhuangyuan Pasture Co Ltd 1-year Stock Charts

Lanzhou Zhuangyuan Pasture Co Ltd 5-year Stock Charts

Lanzhou Zhuangyuan Pasture Co Ltd vs. Main Indexes 1-year Stock Chart

Lanzhou Zhuangyuan Pasture Co Ltd vs. Direct Competitors 1-year Stock Charts

Lanzhou Zhuangyuan Pasture Co Ltd Article Density Chart

The complete financial data is available for publicly traded companies.

<sup>1 –</sup> Data availability depends on company's security policy.

 $<sup>2- \\</sup> These \ sections \ are \ available \ only \ when \ you \ purchase \ a \ report \ with \ appropriate \ additional \ types \ of \ analyses.$ 



# **List Of Tables**

#### LIST OF TABLES

Lanzhou Zhuangyuan Pasture Co Ltd Key Facts

**Profitability** 

Management Effectiveness

Income Statement Key Figures

**Balance Sheet Key Figures** 

Cash Flow Statement Key Figures

Financial Performance Abbreviation Guide

Lanzhou Zhuangyuan Pasture Co Ltd Key Executives

Lanzhou Zhuangyuan Pasture Co Ltd Major Shareholders

Lanzhou Zhuangyuan Pasture Co Ltd History

Lanzhou Zhuangyuan Pasture Co Ltd Products

Revenues by Segment

Revenues by Region

Lanzhou Zhuangyuan Pasture Co Ltd Offices and Representations

Lanzhou Zhuangyuan Pasture Co Ltd SWOT Analysis

Yearly Income Statement Including Trends

Income Statement Latest 4 Quarters Including Trends

Yearly Balance Sheet Including Trends

Balance Sheet Latest 4 Quarters Including Trends

Yearly Cash Flow Including Trends

Cash Flow Latest 4 Quarters Including Trends

Lanzhou Zhuangyuan Pasture Co Ltd Profitability Ratios

Margin Analysis Ratios

**Asset Turnover Ratios** 

**Credit Ratios** 

Long-Term Solvency Ratios

Financial Ratios Growth Over Prior Year

Lanzhou Zhuangyuan Pasture Co Ltd Capital Market Snapshot

Lanzhou Zhuangyuan Pasture Co Ltd Direct Competitors Key Facts

**Direct Competitors Profitability Ratios** 

**Direct Competitors Margin Analysis Ratios** 

**Direct Competitors Asset Turnover Ratios** 

**Direct Competitors Credit Ratios** 

Direct Competitors Long-Term Solvency Ratios

Fish/Livestock Industry Statistics



Lanzhou Zhuangyuan Pasture Co Ltd Industry Position

Company vs. Industry Income Statement Analysis

Company vs. Industry Balance Sheet Analysis

Company vs. Industry Cash Flow Analysis

Company vs. Industry Ratios Comparison

Lanzhou Zhuangyuan Pasture Co Ltd Consensus Recommendations<sup>1</sup>

Analyst Recommendation Summary<sup>1</sup>

Price Target Summary<sup>1</sup>

Experts Recommendation Trends<sup>1</sup>

Revenue Estimates Analysis<sup>1</sup>

Earnings Estimates Analysis<sup>1</sup>

Historical Surprises<sup>1</sup>

Revenue Estimates Trend<sup>1</sup>

Earnings Estimates Trend<sup>1</sup>

Revenue Revisions<sup>1</sup>



# **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 3×3 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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