

McGraw-Hill Ryerson Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

McGraw-Hill Ryerson 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 McGraw-Hill Ryerson Ltd. and its competitors. This provides our Clients with a clear understanding of McGraw-Hill Ryerson Ltd. position in the [Media](#) Industry.

The report contains detailed information about McGraw-Hill Ryerson 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 McGraw-Hill Ryerson 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 McGraw-Hill Ryerson 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 McGraw-Hill Ryerson 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 McGraw-Hill Ryerson Ltd. business.

About McGraw-Hill Ryerson Ltd.

McGraw-Hill Ryerson Limited publishes and distributes educational and professional products in both print and non-print media. These products are designed to fulfill the individual needs of customers by providing effective and innovative educational and learning solutions. Product offerings include text and professional reference books, multimedia tools, and teaching, assessment, support and monitoring solutions. The company is built on the solid foundations of two respected publishing companies — McGraw-Hill Book Company, now known as The McGraw-Hill Companies, Inc., and The Ryerson Press.

The Company operates in three primary market areas include Higher Education: post-secondary education, including universities, and community and proprietary colleges; School Division: secondary and elementary schools and Trade, Professional, and Medical Division: general interest non-fiction, business and computer disciplines; training and professional development; and medical.

Higher Education Division

Leading Service and Support Solutions

The Higher Education Division has been developing a suite of faculty support and development services over the past few years. These services include Technology and Teaching conferences, teacher training seminars, and CMS support.

Leading Technology Solutions

The Company's online learning centres are beginning to offer premium content. The Company provides Web CT or Blackboard content cartridges for all titles. A new version of its Primis Online custom content system launched in February 2003 enables professors to create their own custom book or e-book from more content sources than ever before including many new service features.

Canadian Publishing Program

The Canadian publishing program published 48 titles this year. Outstanding performance by marquee titles such as Berkowitz, Marketing, 4/e; Langan, College Writing Skills, 3/e; Jerome, Business Mathematics in Canada, 4/e; Ross, Fundamentals of Corporate Finance, 4/e; McShane, Canadian Organizational Behaviour, 4/e, and Larson, Fundamental Accounting Principles, 10/e, led the program.

School Division

Leading Educational Solutions

The Company launched a pilot for an online version of SCIENCEFOCUS 9. The usage and customer feedback from this "e-book" pilot will serve as a basis for developing future business models for electronic delivery of student materials. The Division's alliance with Chenelière/McGraw-Hill resulted in the concurrent publication in both English and French of three textbooks for the Ontario Grade 12 curriculum — Biologie 12, Chimie 12, Mathématiques et finances personnelles — and one for the Alberta science market — Convergence 8.

The best-selling titles in the School Division for 2002 include:

Holloway/Holloway/Witte/Zuker, Individuals and Families in a Diverse Society;
Edwards/Siler/Martin/Liland/Haley/Chetty/ Grace/Brown/Clancy/Jolliffe,
SCIENCEFOCUS 8, Canton/Erdman/Irvine/Lim/McLaren/Meisel/ Miller/Speijer,
Mathematics of Data Management, Jasper/Lindenberg/Martin/Goldie/Makar/Edgar,
SCIENCEFOCUS 9, Knill/Dottori/Collins/Cornwall, MATHPOWER 7,
Knill/Dottori/Collins/Forest/Kestell/Macdonald, MATHPOWER 8,

Knill/Dottori/Timoteo/Baxter/Fawcett/Forest/ Kennedy/Pasko/Tarini, MATHPOWER 9 W/E, Brosseau/Byers/Erdman/McCudden/Mehler/ Miller/Perivolaris/Saarimaki, and Mathematics: Preparing for College & Apprenticeship.

Trade, Professional, and Medical Division

Key products in the Trade, Professional, and Medical Division include: McGraw-Hill, Encyclopedia of Science & Technology, 20/e, Gittleman, The Fat Flush Plan, Goleman, Primal Leadership, DiPiro, Pharmacotherapy, 5/e, Meyers, A+ Certification, Schaum's Outline, French Grammar, Jacks, The 30-Minute Tax Guide and Harrison/Braunwald/Fauci/Kasper/Hauser/ Longo/Jameson, Principles of Internal Medicine, 15/e.

Chenelière/McGraw-Hill (DLC)

Leading Technology Solutions

Chenelière/McGraw-Hill is a major among Québec publishers. The company's Higher Education Division launched many new products with technology components. *Vendeur* and *Clic-moi* are tutorials aimed at students sales and computing. *Marketing, 4/e*, by Pettigrew and Turgeon, contains a complete technology package including a computer simulation, over 200 PowerPoint® slides, and an electronic newsletter sent to teachers three times each semester.

Key Product Offerings for 2002 include Blake et al., *Biologie 12*, Mustoe et al., *Chimie 12*, Brosseau et al., *Mathématiques et finances personnelles*, Chang, *Chimie, 2 édition*, Stevenson, *La gestion des opérations* and Rayport, *Commerce électronique*.

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. MCGRAW-HILL RYERSON 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. MCGRAW-HILL RYERSON 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. MCGRAW-HILL RYERSON LTD. SWOT ANALYSIS

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

4. MCGRAW-HILL RYERSON 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. MCGRAW-HILL RYERSON LTD. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. McGraw-Hill Ryerson Ltd. Direct Competitors
- 5.2. Comparison of McGraw-Hill Ryerson Ltd. and Direct Competitors Financial Ratios
- 5.3. Comparison of McGraw-Hill Ryerson Ltd. and Direct Competitors Stock Charts
- 5.4. McGraw-Hill Ryerson Ltd. Industry Analysis
 - 5.4.1. Media Industry Snapshot
 - 5.4.2. McGraw-Hill Ryerson Ltd. Industry Position Analysis

6. MCGRAW-HILL RYERSON LTD. NEWS & EVENTS

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

7. MCGRAW-HILL RYERSON LTD. EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. MCGRAW-HILL RYERSON LTD. ENHANCED SWOT ANALYSIS²

9. CANADA PESTEL ANALYSIS²

- 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. MCGRAW-HILL RYERSON LTD. IFE, EFE, IE MATRICES²

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

11. MCGRAW-HILL RYERSON LTD. PORTER FIVE FORCES ANALYSIS²

12. MCGRAW-HILL RYERSON LTD. VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

McGraw-Hill Ryerson 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
McGraw-Hill Ryerson Ltd. 1-year Stock Charts
McGraw-Hill Ryerson Ltd. 5-year Stock Charts
McGraw-Hill Ryerson Ltd. vs. Main Indexes 1-year Stock Chart
McGraw-Hill Ryerson Ltd. vs. Direct Competitors 1-year Stock Charts
McGraw-Hill Ryerson Ltd. Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

List Of Tables

LIST OF TABLES

McGraw-Hill Ryerson Ltd. Key Facts
Profitability
Management Effectiveness
Income Statement Key Figures
Balance Sheet Key Figures
Cash Flow Statement Key Figures
Financial Performance Abbreviation Guide
McGraw-Hill Ryerson Ltd. Key Executives
McGraw-Hill Ryerson Ltd. Major Shareholders
McGraw-Hill Ryerson Ltd. History
McGraw-Hill Ryerson Ltd. Products
Revenues by Segment
Revenues by Region
McGraw-Hill Ryerson Ltd. Offices and Representations
McGraw-Hill Ryerson 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
McGraw-Hill Ryerson Ltd. Profitability Ratios
Margin Analysis Ratios
Asset Turnover Ratios
Credit Ratios
Long-Term Solvency Ratios
Financial Ratios Growth Over Prior Year
McGraw-Hill Ryerson Ltd. Capital Market Snapshot
McGraw-Hill Ryerson 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
Media Industry Statistics

McGraw-Hill Ryerson 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
McGraw-Hill Ryerson Ltd. Consensus Recommendations¹
Analyst Recommendation Summary¹
Price Target Summary¹
Experts Recommendation Trends¹
Revenue Estimates Analysis¹
Earnings Estimates Analysis¹
Historical Surprises¹
Revenue Estimates Trend¹
Earnings Estimates Trend¹
Revenue Revisions¹

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?

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