

METRO AG Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/MC17C026D1ABEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: MC17C026D1ABEN

Abstracts

METRO AG 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 METRO AG and its competitors. This provides our Clients with a clear understanding of METRO AG position in the [Retail](#) Industry.

The report contains detailed information about METRO AG 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 METRO AG. 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 METRO AG 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 METRO AG 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 METRO AG business.

About METRO AG

Metro AG, a holding company, operates as a trading and retailing company. The company operates in approximately 30 countries at 2,300 locations from 150 nations.

The company principally operates its sales divisions in four business units: Cash & Carry, Food Retailing, Nonfood Specialty Stores and Department Stores. The six sales divisions of the METRO AG include: Metro Cash & Carry International GmbH; Real SB-Warenhaus GmbH; Extra Verbrauchermarkte Deutschland GmbH & Co. KG; Media-Saturn-Holding GmbH; Praktiker-Bau- und Heimwerkermarkte AG; and Kaufhof Warenhaus AG.

Metro Cash & Carry

With the Metro Cash & Carry stores that operate under the Metro and Makro brand names. As of December 31, 2004, Metro Cash & Carry operated 504 markets in 27 countries with total selling space of 4 million square meters. The company operates in approximately 28 countries this sales division also shows the highest degree of internationality. Metro Cash & Carry stores are offered in three formats that differ in terms of selling space, assortment size and priorities: the Classic stores, the Junior and the ECO stores. Classic stores, which operate mainly in Germany, offer a selection of merchandise in both the food and nonfood categories. They have 10,000 to 16,000

square meters of selling space. Junior stores have between 7,000 and 9,000 square meters of selling space. Eco stores are the smallest, with 2,500 to 4,000 square meters of selling space and a merchandise assortment which concentrates on food items. The wholly owned subsidiary of Metro Cash & Carry GmbH operates 55 self-service wholesale stores.

Real

Real operates as a hypermarket in Germany, Poland and Turkey. The METRO Group Real represents the successful concept of the major selling space self-service hypermarket in retailing. As of December 31, 2004, Real's outlet chain comprised a total of 306 hypermarkets, 272 in Germany and 34 abroad.

Extra

Extra operates as a chain of supermarkets in Germany. The Extra stores are major selling space supermarkets. The 306 outlets in Germany are mostly located in residential areas, near main roads or at points with a high level of consumer traffic as a result of which they are easy to get to for the customer. Extra offers food assortment that accounts for 90% of sales ranging from bread from the in-store bakery to products of the strong Tip private label brand. In addition, Extra carries the most important nonfood items of everyday use. As of December 31, 2004, Extra was present at 436 locations.

Media Markt and Saturn

Media Markt operates as a consumer electronics retailer in Europe. Media Markt brand stands for an assortment of approximately 40,000 items from segments like telecommunication, computers, photo, hi-fi and electrical appliances. With 200 outlets Media Markt offers the densest network of consumer electronics centers in Germany. The company is also represented in Austria, Belgium, Switzerland, Poland, Hungary, the Netherlands, Italy, Spain, France and Portugal.

Saturn offers the major CD assortment in Europe. There are Saturn stores at 105 locations in Germany. It also operates in Austria, France, Italy, Poland and Hungary. The assortments include approximately 100,000 items from the areas of consumer electronics, household appliances, new media, telecommunication, computers and photography.

As of December 31, 2004, Media Markt operated 361 outlets in 11 European countries. Saturn ran 142 consumer electronics centers in six countries. The sales division operated 503 stores in 11 countries with a total selling space of 1.5 million square meters.

Praktiker

Praktiker principally operates in the European home improvement center industry. The specialist for DIY products and all-rounder for the areas of building, gardening, decorating and the workshop operates a total of 339 stores, 278 of them in Germany. With approximately 60 locations in Austria, Poland, Turkey, Hungary, Greece, Romania and Luxembourg Praktiker's expansion into other European countries has made great strides forward. The home improvement centers are providers – customers would find every product here in many variations, from the screw to the lawn mower. As of December 31, 2004, Praktiker's outlet chain comprised 339 markets in 61 foreign locations.

Kaufland

The Kaufland department stores, most of them in city center locations, are characterized by an up-market ambience, generous store layout and clearly structured selling spaces. High product quality, competitive prices and services are standard in all stores. Approximately 80% of all Kaufland stores have been converted to the new Galeria concept. The Kaufland department store concept is demonstrated by the 14 'Sportarena' stores that concentrate exclusively on products from the world of sports and fitness, but also by the 'Emotions' format for beauty, lingerie and wellness that is specifically addressed at women. As of December 31, 2004, Kaufland operated a total of 147 department stores, including 99 Galeria outlets.

Strategic Alliances

In March 2009, Metro AG announced that it would team up with the Foxconn Technology to introduce Media Markt consumer electronics stores in China. Metro and Foxconn have signed a memorandum of understanding that would see them joining in Asia by expanding rapidly in China.

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.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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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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