

# New World China Land Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

New World China Land 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 New World China Land Ltd. and its competitors. This provides our Clients with a clear understanding of New World China Land Ltd. position in the [Real Estate](#) Industry.

The report contains detailed information about New World China Land 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 New World China Land 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 New World China Land 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 New World China Land 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 New World China Land Ltd. business.

### **About New World China Land Ltd.**

New World China Land Limited engages in the investment, development, management, and operation of property projects in the People's Republic of China. New World China Land Limited is a subsidiary of New World Development Company Limited.

The company's projects include residential estates, serviced apartments, villas, offices, shopping centres, resorts, hotels, car parks, and mixed use complexes.

As of December 31, 2005, New World China had a land bank of 15 million square meters. It also had 4 hotels providing 1,790 guest rooms.

The Group is organised into four main business segments, comprising property sales, rental operation, hotel operation and property management operation.

#### **Property Sales**

Commodity housing: During the year 2002, the Group completed 717,600 sq.m. of commodity housing as of 2002. Completion of the Group's projects in the Pearl River Delta include five projects in Guangzhou and four projects in Zhuhai, Shunde, Huiyang and Zhaoqing.

Fixed-return properties: In September 2002, the State Council had announced that all the guaranteed return arrangement between PRC enterprises and their foreign partners had to be cancelled by the end of 2002.

### Rental Operation

The Group continued to place emphasis in building up strong rental base and achieved the completion of approximately 116,000 sq.m. of investment properties during the year comprising a well-mix of shopping arcades located in Dalian and Guangzhou and a phase-completed office premise located in a prime location of Shanghai city centre. The Group immediately secured full tenancy of the shopping arcades and had posted positive contributions to AOP from the successful leasing of Guangzhou New World Oriental Garden shopping mall and Dalian New World Plaza Phase II.

Currently, the Group has 6 investment property projects under construction, with a total GFA of 504,200 sq.m. In 2004, two investment projects located in Nanjing and Shanghai, with a total GFA of 218,100 sq. m. are scheduled to be completed.

### Hotel Operation

The Company operates New World Hotel Shenyang and New World Courtyard Shunde Hotel.

### Land Sales

The Group entered into an agreement with a local consortium in January 2003 to sell a 12,900 sq.m. land lot in Tianjin.

### Property Management

The Company has established its own property management teams in Beijing, Shenyang, Shanghai and Guangzhou to ensure provision of quality property management services to the residents of its completed projects.

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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## 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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