

# **NKT Holding A/S Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

NKT Holding A/S 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 NKT Holding A/S and its competitors. This provides our Clients with a clear understanding of NKT Holding A/S position in the [Heavy Machinery](#) Industry.

The report contains detailed information about NKT Holding A/S 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 NKT Holding A/S. 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 NKT Holding A/S 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 NKT Holding A/S 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 NKT Holding A/S business.

## **About NKT Holding A/S**

NKT Holding A/S engages in the manufacture and supply of cable products, professional cleaning equipment, and optical products in primarily in Europe and North America.

### **Segments**

The company's business segments comprise NKT Cables; Nilfisk-Advance; and Photonics Group.

#### **NKT Cables**

The NKT Cables Segment develops, manufactures, and markets power cables and cable systems for electricity transmission (high voltage cables and accessories), electricity distribution (medium voltage cables and accessories), and electrical installations (low voltage cables). Fibre-based monitoring cables and OPGW (optical ground wires) are also part of the product programme targeted at the electrical sector. Products supplied by NKT Cables also include catenary wires for railways (especially high speed trains), wires for the automotive industry, and various special-purpose cables and wires for industry purposes.

**Customers:** NKT Cables' customers for the medium and high voltage cable products are companies and/or their main contractors. Its low voltage cables are sold through electrical wholesalers to electrical installers for use in the building industry - or sold direct to industrial companies. It also sells catenary wires to railways and public authorities; and wires to the automotive industry. It sells 1 kV (kilovolt) cables to both utilities and the building industry. In the high and medium voltage segment, NKT Cables is a supplier to European power companies, including EON, EDF, RWE, Scottish Power, Dong Energy, and Vattenfall. Low voltage sales are principally realized through major wholesalers operating internationally, such as Rexel, Sonepar, and Solar. It also has various national customers, such as Faber in Germany; and Meinhart in Austria. The company sells its railway products to major railway contractors, including key players like Siemens, Adtranz and Balfour Beatty, and various national rail operators. Automotive industry customers are main subcontractors to major car manufacturers.

**Markets:** The primary markets for NKT Cables' medium and high voltage cables are Scandinavia, Germany, the United Kingdom, the Netherlands, France, Russia, Spain, Eastern Europe, China, and the Middle East. NKT Cables' primary markets for low voltage cables are Scandinavia, Eastern Europe, Germany, Austria, and the United Kingdom.

**Competition:** The company's competitors include Nexans of France; Prysmian from Italy; Draka from the Netherlands; General Cable from the U.S.A; and TeleFonika from Poland.

#### Nilfisk-Advance

The Nilfisk-Advance Segment manufactures and supplies professional cleaning equipment. The company markets a product range which includes floor-care equipment that can sweep, wash, dry, polish and clean, along with vacuum cleaners, and a programme of high pressure cleaners. Nilfisk-Advance also offers individual service contracts and spare parts sales. It owns a line of associated brands, including Advance, Clarke, Kent, Euroclean, American Lincoln, Clarke American Sanders, U.S. Products, Viper, ALTO, and CFM.

**Markets:** Nilfisk-Advance markets and sells its products through a combination of sales subsidiaries and distributors. The company is represented by sales subsidiaries in 41 countries, mainly in Europe, North America, and Asia.

**Customers:** Nilfisk-Advance's professional cleaning equipment primarily addresses commercial customers, such as contract cleaners, and industries in which special standards of cleaning are demanded. Other customers for professional cleaning equipment are institutions, organizations, authorities, shops, hotels, and companies employing their own cleaning personnel. Sales to domestic consumers take place through household appliance dealers, retail shopping chains, and building marts where products are sold in single units.

**Competition:** The company's competitors include Nilfisk-Advance (Denmark); Kärcher (Germany); Tennant (USA); Hako (Germany); and IPC (Italy).

### Photonics Group

The Photonics Group Segment offers products ranging from basic components to system solutions. The company's activities can be categorized into five product segments: distributed temperature measuring system

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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