

# NSL Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

NSL 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 NSL Ltd. and its competitors. This provides our Clients with a clear understanding of NSL Ltd. position in the [Building Products and Construction Materials](#) Industry.

The report contains detailed information about NSL 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 NSL 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 NSL 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 NSL 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 NSL Ltd. business.

### **About NSL Ltd.**

Natsteel, Ltd. engages in the manufacture and trading of iron and steel products. It also engages in the manufacturing of and trading in other building products and services, lime and industrial chemicals, environment and engineering services, electronics, properties and investments.

The company, through its subsidiary Hup Eng Tat Enterprise Pte, Ltd, engages in the trading in oil and petroleum products, collection, treatment, recycling, disposal of chemicals and oil waste, ship builders and repairers, oil tank cleaning and maintenance of ship equipment and premises.

The company operates its business in three divisions of Steel, Industrial, and Others comprising Electronics and Properties & Investments.

The company has three main businesses: Chemicals, Engineering, and Construction Products. The Chemicals group is focused on providing environmental and specialty chemical products and services. The Engineering group manufactures container spreaders. The Construction Products group also offers precast concrete, premix mortar and related building products in the region.

### **Construction Products Group**

The construction products group operates in the Singapore market. It offers cement, concrete, precast concrete, premix mortar and related building products. The company operates its construction products group through Eastern Industries Pte Ltd.; Eastern Pretech Pte Ltd.; Eastern Bricks Pte Ltd.; and Parmarine Ltd.

The company through Eastern Industries Pte, Ltd. offers Granite products, Concreting sand, and Marine Logistics; through Eastern Pretech Pte, Ltd. offers Precast Concrete, Premix plasters and mortars, and Unit bathrooms; through Eastern Bricks Pte, Ltd. offers Brick Manufacturing and Trading; and through Parmarine, Ltd. offers Prefabricated bathroom units/cabins for ships and buildings and Marine firedoors.

### Chemicals Group

The Chemicals group provides environmental and specialty chemicals and services. The chemicals group operates in three divisions, including environmental chemicals and services, specialty chemicals, and synthetic rubber and products.

**Environmental Chemicals and Services:** The company's environmental chemicals and services offerings include lime products, industrial water treatment chemicals, oily sludge and slop treatment, as well as processing of steel slag to roadstone. The company offers these products through NSL Chemicals Ltd.; NSL OilChem Services Pte Ltd.; NSL EnviroTech Pte Ltd.; NSL Chemicals (M) Sdn Bhd; Changshu NatSteel Calcific Products; Kuari Atrah Sdn Bhd; Limetreat Malaysia Sdn Bhd; Limetreat Trading Sdn Bhd; RST Teknologi Sdn Bhd; and Zhongda Calcific Product.

**Specialty Chemicals:** The company's specialty chemicals product offerings include butadiene, Butene-1, MTBE, and monolithic refractory. The company offers these products through Bangkok Synthetics Co Ltd.; Eastech Steel Mill Services (M) Sdn Bhd; Eastech Steel Mill Services Pte Ltd.; and PT Eastech Indonesia.

**Synthetic Rubber and Products:** The company's synthetic rubber and products include automotive belts and accessories, footwear, gloves, and rubber products. The company offers its products through Guizhou Dazhong Rubber Co Ltd. and Southern Rubber Works Sdn Bhd.

### Engineering Group

The engineering group principally concentrates on proprietary engineering products and

services. The company offers these products through NSL Engineering Pte, Ltd. and Soon Douglas (Pte), Ltd.

The company through NSL Engineering Pte, Ltd. offers RAM container spreaders; and through Soon Douglas (Pte), Ltd. offers trading & rental of heavy equipment for construction and resource industries.

## Markets

The company operates in approximately ten countries that are principally grouped in to three geographical areas, including Singapore, Asian Countries (excluding Singapore) and Other Countries. Asian Countries (excluding Singapore) include People's Republic of China, Hong Kong, Malaysia, the Philippines, Myanmar, Vietnam, and Indonesia. Other countries include United Kingdom, Australia, British Virgin Islands, and Finland.

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?

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