

# Parkland Income Fund Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Parkland Income Fund 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 Parkland Income Fund and its competitors. This provides our Clients with a clear understanding of Parkland Income Fund position in the [Energy](#) Industry.

The report contains detailed information about Parkland Income Fund 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 Parkland Income Fund. 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 Parkland Income Fund 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 Parkland Income Fund 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 Parkland Income Fund business.

## **About Parkland Income Fund**

Parkland Income Fund operates as an unincorporated, open-ended limited purpose mutual fund trust. The Fund was created to acquire the fuel marketing, convenience store and related ancillary businesses formerly owned by Parkland Industries Ltd. The Fund carries on substantially all of its Business, other than the Refinery, through Industries LP. It operates a retail and wholesale fuels and convenience store business under its marketing brands Fas Gas, RT Fuels and Short Stop.

### **Business Areas**

#### **Fas Gas (Retail Fuel Marketing)**

Fas Gas is Parkland's retail gasoline chain, operating service stations serving customers across eastern and central British Columbia, Alberta, Saskatchewan, Manitoba and Ontario. In addition to gasoline, diesel, and in-store merchandise sales, the Fund markets propane at a number of its Fas Gas stations through its Gasex division. As of December 31, 2003, there are 214 retail Fas Gas fuel sites across western Canada.

#### **RT Fuels (Wholesale Fuel Marketing)**

RT Fuels is Parkland's wholesale sales operation, supplying fuel to branded independent service stations across western and northern Canada. RT Fuels has three main categories of customers: RT Fuels retail dealers, commercial customers and fuel resellers. RT Fuels sells and delivers fuel to 243 independent retail branded station dealers who operate their own sites. In addition to retail service stations, RT Fuels also markets fuel to commercial customers and other wholesalers. Commercial customers are serviced through cardlock facilities and by direct delivery to customer sites.

### Short Stop (Convenience Stores)

In 2000, Parkland entered the convenience store business with a new brand, Short Stop Food Stores. These owned and operated sites market fuel under the Fas Gas brand and offer a variety of food, beverage, snack and convenience products. All Short Stop stores are equipped with lottery terminals and Automated Teller Machines. In many locations, Short Stop stores offer customers the 24-hour service in the area. There are currently 31 Short Stop stores.

### Other Businesses

#### Great Northern

Great Northern Oil is the Fund's Whitehorse-based northern operation. Stations are situated in the Yukon, northern British Columbia and the Northwest Territories. With a mix of consignment and wholesale operations, Great Northern Oil is established in key locations. Great Northern Oil's operations include a storage facility from which it supplies heating fuel to Whitehorse and the surrounding area. It has 23 sites in the GNO network which are strategically located throughout the Yukon Territory, northern British Columbia and the Northwest Territories.

#### Petrohaul

Parkland's trucking business, Petrohaul, handles the majority of the Fund's fuel hauling requirements. Parkland owns and operates 37 long haul trucks and over 70 trailer units.

#### Parkland Refining, Ltd.

Parkland's Bowden Refinery is a 6,500 barrel a day plant which was purchased from Shell in 1987 and operated until September 2001. The Fund has been working to sell

the Refinery to the Blood Tribe of Standoff, Alberta and during 2003.

The Fund Declaration of Trust provides that an amount equal to the taxable income of the Fund will be distributed each year to Unitholders in order to eliminate the Fund's taxable income.

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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