

# Perpetual Energy Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

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

The report contains detailed information about Perpetual Energy Inc. 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 Perpetual Energy Inc.. 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 Perpetual Energy Inc. 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 Perpetual Energy Inc. 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 Perpetual Energy Inc. business.

### **About Perpetual Energy Inc.**

Perpetual Energy Inc., an unincorporated trust, engages in the exploration and production of oil and natural gas in Canada. The company's asset base comprises properties in six core areas: Athabasca, Northeast, Birchwavy West, Birchwavy East, and West Central; and assets owned by Severo Energy Corp. (in central Alberta). In addition, it has certain other minor assets in southern Alberta. As of December 31, 2009, it had 471.6 Bcfe proved and probable reserves.

#### Oil and Gas Properties

##### Northern District

##### Athabasca

**Calling Lake:** The Calling Lake area is located in northeast Alberta approximately 230 kilometers north of Edmonton and comprises 102,364 net acres (46.1 percent undeveloped) with an average 60.3 percent working interest in 121 gross (73.0 net) producing natural gas wells.

**Darwin:** The Darwin area is located in northeast Alberta approximately 100 kilometers

northeast of Peace River and comprises 137,691 net acres (88.4 percent undeveloped), including an average 71.6 percent working interest in 19 gross (13.6 net) producing natural gas wells.

**Marten Hills:** The Marten Hills area is located in northeast Alberta approximately 220 kilometers north of Edmonton and comprises 163,499 net acres (56.4 percent undeveloped) of which 66,123 gross (66,123 net) undeveloped acres are oil sands leases, including an average 74.6 percent working interest in 84 gross (62.2 net) producing natural gas wells.

**Mitsue:** The Mitsue area is located in northeast Alberta approximately 130 kilometers north of Edmonton and comprises 17,259 net acres (34.5 percent undeveloped), including an average 75.4 percent working interest in 22 gross (15.0 net) producing oil and natural gas wells.

**Panny:** The Panny area is located in northeast Alberta and comprises 165,040 net acres (81.8 percent undeveloped) of which 97,920 gross (97,920 net) undeveloped acres are oil sands leases, with an average 100.0 percent working interest in 36 gross (36.0 net) producing natural gas wells.

**Peter Lake:** The Peter Lake area is located in northeast Alberta and comprises 33,791 net acres (42.7 percent undeveloped) with an average 94.1 percent working interest in 28 gross (26.4 net) producing natural gas wells.

**Wabasca:** The Wabasca area is located in northeast Alberta approximately 170 kilometers north of Edmonton. The area comprises 99,142 net acres (60.7 percent undeveloped) of which 18,560 gross (18,560 net) undeveloped acres are oil sands leases, with an average 99.4 percent working interest in 80 gross (79.5 net) producing natural gas wells.

**Athabasca Other:** The other assets in the Athabasca area in northeast Alberta comprise 152,587 net acres (67.2 percent undeveloped) of which 23,040 gross (23,040 net) undeveloped acres are oil sands leases in the Duncan area, including an average 69.3 percent working interest in 64 gross (44.3 net) producing natural gas wells.

## Northeast

**Cold Lake/ Cold Lake Sonoma:** The Cold Lake area is in northeast Alberta approximately 250 kilometers southeast of Fort McMurray. The Cold Lake area

comprises 103,765 net acres (29.2 percent undeveloped) of which 1,280 gross (512 net) undeveloped acres are oil sands leases, including an average 73.4 percent working interest in 109 (80.0 net) producing natural gas wells.

**Craigend:** The Craigend area is in northeast Alberta approximately 120 miles northeast of Edmonton. The Craigend area comprises 136,091 net acres (48.4 percent undeveloped) with an average 80.4 percent working interest in 73 (58.7 net) producing natural gas wells.

**Ells:** The Ells area is located in northeast Alberta approximately 70 kilometers northwest of Fort McMurray, and comprises 40,480 net acres (73.9 percent undeveloped) of which 15,360 gross (15,360 net) undeveloped acres are oil sands leases, as well as a 100.0 percent working interest in 24 gross (24.0 net) producing natural gas wells.

**Kettle/ Chard /Quigley:** The Chard/Kettle/Quigley area is in northeast Alberta approximately 80 kilometers south of Fort McMurray. The area comprises 132,648 net acres (52.0 percent undeveloped), including an average 93.7 percent working interest in 55 (51.5 net) producing natural gas wells.

Legend: The

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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