

RFM Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

RFM Corp. 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 RFM Corp. and its competitors. This provides our Clients with a clear understanding of RFM Corp. position in the [Food and Beverages](#) Industry.

The report contains detailed information about RFM Corp. 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 RFM Corp.. 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 RFM Corp. 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 RFM Corp. 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 RFM Corp. business.

About RFM Corp.

RFM Corporation, together with its subsidiaries, operates in the food and beverage industry in the Philippines. It engages in the processing and manufacture of flour, flour-based products, milk and juice drinks, canned and processed meats, ice cream, and bottled mineral water. The company also operates non-food businesses, which include bargaining services (Rizal Lighterage Corporation) and insurance brokerage (RFM Insurance Brokers, Inc.).

Products

Food Businesses

The company operates two major business segments: Flour and Bakery Products; and Branded Food Group that carries the flour-based mixes, pasta, canned and processed meat, milk, and juices.

Unilever-RFM Ice Cream Corporation: Unilever-RFM Ice Cream Corporation is a joint venture enterprise owned 50%-50% by RFM Corporation and Unilever Philippines Inc. It is engaged in the business of manufacturing, marketing, distributing and selling, importing and exporting of ice cream, and similar food products.

Interbake Commissary Corporation: Interbake Commissary Corporation produces hamburger buns to McDonald's in the Greater Manila Area and certain parts of Luzon, and caters to wholesale markets.

FWBC Holdings, Inc.: FWBC Holdings, Inc. is 83.38% owned by RFM Corporation that holds and manages Filipinas Water Bottling Corporation (FWBC). FWBC is involved in the processing and distribution of bottled mountain spring water.

Non-Food Businesses

RFM Equities, Inc.: RFM Equities Inc. is a holding company that is 100% owned by RFM. It holds and manages RFM Corporation's holdings in two small financial services subsidiaries – Conglomerate Securities and Financing Corporation (CSFC) and RFM Insurance Brokers, Inc. (RIBI). CSFC provides consumer-financing services mainly to the managers and employees of the RFM Group. RIBI services the insurance needs mainly of the RFM Group, affiliates, and business partners.

Rizal Lighterage Corporation: Rizal Lighterage Corporation (RLC) is a barging company that is 82.98% owned by RFM Corporation. It transports food commodities like wheat, soya bean, and fishmeal via barges along the Pasig River.

WS Holdings, Inc.: WS Holdings, Inc. is 60% owned by RFM Corporation and 40% owned by Unilever Philippines, Inc. It invests in, purchases, and owns shares of stocks, bonds, and other securities of obligations, including real estate and personal property of any foreign or domestic corporation, or partnership, or association.

Selecta Wall's Land Corporation: Selecta Wall's Land Corporation acquires, owns, uses, develops, and holds for investment all kinds of real estate. RFM Corporation owns 35% of this company.

Cabuyao Meat Processing Corporation: Cabuyao Meat Processing Corporation is a wholly owned subsidiary of RFM Corporation that was formed to engage in a business that process, preserve, can, pack, manufacture, produce, buy, sell at wholesale, import, export, and deal in all kinds of food products, such as but not limited to meat and other meat products, fresh, processed, canned and prepared foods, poultry, and poultry products, animal feeds, fruits, vegetables, and other agricultural crops and products of land, including by-products thereof.

Suppliers

The company's suppliers include Columbia Grain International, Inc. for wheat, Hind Agro Industries for meat, La Perla Sugar Export Corporation for sugar, BSFIL Technologies, Bonpack Corporation and Oriental Tin Corporation for spices, cotton bags/polybags and cans, respectively.

Customers

The company sells its products primarily under Selecta MOO, Sunkist, Fiesta, White King, and Swift brands through wholesalers, distributors, supermarkets, wet markets, restaurants, and retail outlets. The company engages in the processing and exclusive sale of hamburger buns by Interbake Commissary Corporation to Golden Arches and WenPhil Corporation.

Competition

The company's competitors include Philippine Association of Flour Millers (PAFMIL), Chamber of Philippine Flour Millers, Inc (Champflour), General Milling Corporation, Universal Robina Corporation, Pilmico Foods Corporation, and San Miguel Corporation.

History

RFM Corporation was founded in 1957.

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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