

## Ritchie Bros. Auctioneers Incorporated Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Ritchie Bros. Auctioneers Incorporated 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 Ritchie Bros. Auctioneers Incorporated and its competitors. This provides our Clients with a clear understanding of Ritchie Bros. Auctioneers Incorporated position in the **Commercial Services and Supplies Industry**.

- The report contains detailed information about Ritchie Bros. Auctioneers Incorporated 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 Ritchie Bros. Auctioneers Incorporated. 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 Ritchie Bros. Auctioneers Incorporated 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 Ritchie Bros. Auctioneers Incorporated 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 Ritchie Bros. Auctioneers Incorporated business.

### About Ritchie Bros. Auctioneers Incorporated

Ritchie Bros. Auctioneers Incorporated operates as an industrial auctioneer. As of December 31, 2009, the company operated from approximately 110 locations in 25 countries, including 40 auction sites worldwide. The company sells, through unreserved public auctions, a range of used and unused industrial assets, including equipment, trucks and other assets utilized in the construction, transportation, agricultural,

material handling, mining, forestry, petroleum, and marine industries.

During 2009, the company conducted 195 unreserved industrial auctions at locations in North and Central America, Europe, the Middle East Australia, and India. The company also held 132 unreserved agricultural auctions in Canada.

The company's proprietary customer database contains approximately 620,000 customer names from approximately 200 countries. The company typically sends approximately 45,000 full-color auction brochures for each auction to strategically selected customers from its database. The company also conducts targeted regional and industry-specific advertising and marketing campaigns. In addition, the company posts information about the majority of the consigned equipment at upcoming auctions on its Website so that potential bidders can review equipment descriptions and view photographs of many of the items to be sold.

The company solicits equipment consignments ranging from single pieces of equipment consigned by local owner-operators to large equipment fleets offered by multi-national consortiums upon the completion of construction projects. For larger consignments, the company's service typically begins with an equipment appraisal that gives the prospective consignor a credible estimate of the value of the appraised equipment.

#### Value-Added Services

The company provides various value added services to its customers that include: conducting title searches on consigned equipment, where registries are commercially available, to ensure the equipment is sold free and clear of all liens and encumbrances; making consigned equipment available for inspection, testing and comparing by prospective buyers; displaying photographs of consigned equipment on the company's website; providing access at the company's auctions to representatives of finance companies, transportation companies, customs brokerages and other service providers; providing facilities for on-site cleaning, painting and refurbishment of equipment; and handling all pre-auction marketing, as well as collection and disbursement of proceeds.

#### History

Ritchie Bros. Auctioneers Incorporated was founded in 1963.

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.

## Table of Content

### RESEARCH METHODOLOGY

### DISCLAIMER

## 1. RITCHIE BROS. AUCTIONEERS INCORPORATED COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

## 2. RITCHIE BROS. AUCTIONEERS INCORPORATED BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. RITCHIE BROS. AUCTIONEERS INCORPORATED SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. RITCHIE BROS. AUCTIONEERS INCORPORATED FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis
  - 4.2.3. Asset Turnover
  - 4.2.4. Credit Ratios
  - 4.2.5. Long-Term Solvency
  - 4.2.6. Growth Over Prior Year
  - 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

### **5. RITCHIE BROS. AUCTIONEERS INCORPORATED COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Ritchie Bros. Auctioneers Incorporated Direct Competitors
- 5.2. Comparison of Ritchie Bros. Auctioneers Incorporated and Direct Competitors Financial Ratios
- 5.3. Comparison of Ritchie Bros. Auctioneers Incorporated and Direct Competitors Stock Charts
- 5.4. Ritchie Bros. Auctioneers Incorporated Industry Analysis
  - 5.4.1. Commercial Services and Supplies Industry Snapshot
  - 5.4.2. Ritchie Bros. Auctioneers Incorporated Industry Position Analysis

### **6. RITCHIE BROS. AUCTIONEERS INCORPORATED NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

### **7. RITCHIE BROS. AUCTIONEERS INCORPORATED EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Opinion
- 7.2. Experts Estimates

### **8. RITCHIE BROS. AUCTIONEERS INCORPORATED ENHANCED SWOT ANALYSIS<sup>2</sup>**

### **9. CANADA PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors

- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

## **10. RITCHIE BROS. AUCTIONEERS INCORPORATED IFE, EFE, IE MATRICES<sup>2</sup>**

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

## **11. RITCHIE BROS. AUCTIONEERS INCORPORATED PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. RITCHIE BROS. AUCTIONEERS INCORPORATED VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

#### **LIST OF TABLES**

Ritchie Bros. Auctioneers Incorporated Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Ritchie Bros. Auctioneers Incorporated Key Executives  
Key Executives Biographies<sup>1</sup>  
Key Executives Compensations<sup>1</sup>  
Ritchie Bros. Auctioneers Incorporated Major Shareholders  
Ritchie Bros. Auctioneers Incorporated History  
Ritchie Bros. Auctioneers Incorporated Products  
Revenues by Segment  
Revenues by Region  
Ritchie Bros. Auctioneers Incorporated Offices and Representations  
Ritchie Bros. Auctioneers Incorporated SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
Ritchie Bros. Auctioneers Incorporated Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Ritchie Bros. Auctioneers Incorporated Capital Market Snapshot  
Ritchie Bros. Auctioneers Incorporated Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios

Direct Competitors Long-Term Solvency Ratios  
Commercial Services and Supplies Industry Statistics  
Ritchie Bros. Auctioneers Incorporated Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
Ritchie Bros. Auctioneers Incorporated Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## LIST OF FIGURES

Ritchie Bros. Auctioneers Incorporated Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit  
Profit Margin Chart  
Operating Margin Chart  
Return on Equity (ROE) Chart  
Return on Assets (ROA) Chart  
Debt to Equity Chart  
Current Ratio Chart  
Ritchie Bros. Auctioneers Incorporated 1-year Stock Charts  
Ritchie Bros. Auctioneers Incorporated 5-year Stock Charts  
Ritchie Bros. Auctioneers Incorporated vs. Main Indexes 1-year Stock Chart  
Ritchie Bros. Auctioneers Incorporated vs. Direct Competitors 1-year Stock Charts  
Ritchie Bros. Auctioneers Incorporated Article Density Chart

<sup>1</sup> – Data availability depends on company's security policy.

<sup>2</sup> – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.

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