

Rona Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Rona 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 Rona 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 Rona 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 Rona 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 Rona Inc. business.

About Rona Inc.

RONA, Inc. is a distributor and retailer of hardware, home improvement and gardening products. As of February 29, 2004, the company had 528 corporate, franchised and affiliated stores stretching from coast to coast, as well as six distribution centers in four provinces. The RONA stores represent over 12 million square feet of retail space.

The Company has two reportable segments: distribution and corporate and franchised stores. The distribution segment relates to the supply activities to affiliated, franchised and corporate stores. The corporate and franchised stores segment relates to the retail operations of corporate stores and the Company's share of the retail operations of the franchised stores in which the Company has an interest.

Big-box stores

The RONA network consists of 63 big-box stores located in Quebec, Ontario, Manitoba, Alberta, British Columbia and, as of summer 2004, Saskatchewan. RONA's big-box stores offer a wide variety of products at low prices, such as hardware, tools, construction materials, paint, and gardening, decor and seasonal items.

Renovation Centers

The merchants and employees under these banners are recognised as specialists in construction materials, as well as colour and paint. These renovation centres offer a wide range of seasonal products and a complete assortment of other basic merchandise.

Hardware

These are small or medium-size neighbourhood stores, which are an integral part of the social fabric in their communities. Their mission is to meet the basic needs of their customers in hardware and seasonal articles, and offer an extended selection of painting products.

Small and medium-sized renovation centers

Aimed especially at contractors and handymen, these medium-sized renovation centers specialize in the sale of construction materials. They have lumber yards and also carry a variety of hardware and paint items.

BOTANIX Garden Centres

BOTANIX is Canada's major group of merchants specialized in gardening. Its formula combines consulting in plant selection, upkeep and landscaping to optimize the varied range of plants and gardening items offered by these garden centers.

RONA sales include retail sales generated in its corporate stores; wholesale sales generated in affiliated stores belonging to owner operators that display a RONA banner and benefit from RONA's marketing programs; wholesale and royalties on retail sales generated in franchised stores, as well as RONA's share of retail sales in these types of stores, in which it holds an interest. RONA provides its franchised stores with administrative and operations management support.

Network

RONA's network of traditional and specialized stores extends from coast to coast, from Newfoundland to British Columbia, including Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, and Alberta.

RONA's 291 traditional points of sale, also called neighbourhood stores, include small and mid-sized local hardware stores and renovation centers that are part of their

community's social fabric. They all display one of the following banners: RONA Le Rénovateur, RONA Home Centre, RONA Le Quincaillier, RONA L'express or RONA Hardware.

For their part, RONA's 174 specialized stores that bear the names RONA L'express Matériaux, RONA Building Centre, RONA Lansing, RONA Cashway or Botanix are points of sale adapted to the needs of construction and renovation contractors, trades people, gardeners and 'expert do-it-yourselfers'.

Canada

The new Calgary distribution center will enhance RONA's national integrated distribution network, which has five other main facilities in Eastern, Central, and Western Canada.

RONA's major distribution center is a cutting-edge 650,000 sq.ft. facility located in Boucherville, just outside Montreal. The Company's nearly 530 stores are also served by an 85,000 sq.ft. distribution center in Surrey, British Columbia, a 130,000 sq.ft. center in Toronto, Ontario, a 90,000 sq.ft. center in Halton Hills, Ontario, and a 40,000 sq.ft. facility in Dorval, Quebec.

e-RONA

In 2003, RONA connects administrative centers and stores with e-rona. On this site, RONA retailers can find all the information they need to run and manage their business, including product catalogues and spec sheets, search engines, merchandising support and The Merchandiser news letter, which containing an array of useful information for effective in-store product management. It also provides real-time access to market trends and material prices on the commodity markets.

Significant Events

RONA, Inc. opened its new RONA store in Grimsby. The 52,000-square-foot RONA Grimsby store features a 57,000-square-foot outdoor drive-through lumberyard as well as 8,000 square feet of closed storage. The store also includes 13,000-square-foot garden centre and offers approximately 22,000 products offered to both the professional contractor and the 'do-it-yourself' renovator.

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.
The complete financial data is available for publicly traded companies.

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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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