

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

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Abstracts

Rush Enterprises, 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 Rush Enterprises, Inc. and its competitors. This provides our Clients with a clear understanding of Rush Enterprises, Inc. position in the [Wholesale and Distribution Industry](#).

The report contains detailed information about Rush Enterprises, 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 Rush Enterprises, 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 Rush Enterprises, 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 Rush Enterprises, 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 Rush Enterprises, Inc. business.

About Rush Enterprises, Inc.

Rush Enterprises, Inc., through its subsidiaries, operates as an integrated retailer of transportation and construction equipment and related services.

Segments

The company operates in two segments, Truck Segment and Construction Equipment Segment.

Truck Segment

The Truck segment operates a regional network of Rush Truck Centers. Through its network of Rush Truck Centers, the company provides services for the needs of its customers, including retail sales of new and used commercial vehicles, aftermarket parts sales, service and repair facilities, financing, leasing and rental, and Insurance products. The Rush Truck Centers sell new and used Class 8 heavy-duty trucks and also sell Class 6 and Class 7 medium-duty commercial vehicles. Certain Rush Truck Centers also sell medium-duty trucks manufactured by GMC, Hino, Isuzu, Ford, International or UD and buses manufactured by Blue Bird, Diamond Coach and Elkhart.

The company's customers use heavy- and medium-duty trucks to haul various materials, including general freight, petroleum, wood products, refuse, and construction materials. The company's truck centers are located in areas on or near major highways in Alabama, Arizona, California, Colorado, Florida, Georgia, New Mexico, North Carolina, Oklahoma, Tennessee, and Texas.

Rush Truck Centers carry various commercial vehicle parts in inventory. Certain Rush Truck Centers also feature service and body shop facilities, the combination and configuration of which varies by location, capable of handling a range of repairs on various makes and classes of commercial vehicles. The company performs both warranty and non-warranty service work on commercial vehicles. At its Rush Truck Leasing locations, the company engages in full-service truck leasing under the PacLease and Idealease trade names.

Construction Equipment Segment

The Construction Equipment segment operates two John Deere equipment centers in southeast Texas. Construction equipment dealership operations include the retail sale of new and used construction equipment, aftermarket parts and service facilities, equipment rentals and the financing of new and used equipment. Its Rush Equipment Centers provide a line of John Deere construction equipment, including backhoe loaders, hydraulic excavators, crawler-dozers, and four-wheel drive loaders.

The company sells construction equipment to a customer base, including residential and commercial construction contractors, utility companies, government agencies, and various petrochemical, industrial, and material supply businesses.

The company sells used construction equipment manufactured by various manufacturers, including John Deere, Case, Caterpillar, and Komatsu. Its Rush Equipment Centers carry various John Deere and other parts in its inventory, which consists of approximately 7,000 items from approximately 15 suppliers. The company is an authorized John Deere construction equipment parts and accessories supplier in the Houston, Texas area.

Other Services

Leasing and Rental Services: Through certain of its Rush Truck Centers and Rush Truck Leasing Centers, the company provides a line of product selections for lease or rent, including Class 4, Class 5, Class 6, Class 7 and Class 8 trucks, heavy-duty cranes

and refuse haulers. The company's lease and rental fleets are offered on a daily, monthly, or long-term basis.

Financial and Insurance Products: At its dealerships the company offers third-party financing to assist customers in purchasing new and used commercial vehicles and construction equipment. Additionally, it sells, as agent, a line of property and casualty insurance, including collision and truck liability insurance on commercial vehicles, cargo insurance, workers' compensation, occupational accident, and credit life insurance.

Perfection Equipment: Perfection Equipment offers installation of equipment, equipment repair, parts installation, and paint and body repair to owners of trucks. Perfection Equipment carries approximately 120 lines of truck and industrial parts and approximately 100 lines of equipment at its location in Oklahoma City. Perfection Equipment specializes in up-fitting various trucks used by oilfield service providers and other specialized service providers.

World Wide Tires: The company operates World Wide Tires stores in three locations in Texas. World Wide Tires primarily sells tires for use on Class 8 trucks.

Competition

The company's dealerships compete with dealerships representing other manufacturers, including commercial vehicles manufactured by Mack, Freightliner, Kenworth, Volvo, and Western Star Truck Holdings, Ltd. Its construction equipment dealerships compete with construction equipment dealerships representing Case, Caterpillar, Komatsu, and other manufacturers.

History

Rush Enterprises, Inc. was founded in 1965.

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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