

Scottish & Southern Energy plc Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/S1417866630BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: S1417866630BEN

Abstracts

Scottish & Southern Energy plc 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 Scottish & Southern Energy plc and its competitors. This provides our Clients with a clear understanding of Scottish & Southern Energy plc position in the [Utilities](#) Industry.

The report contains detailed information about Scottish & Southern Energy plc 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 Scottish & Southern Energy plc. 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 Scottish & Southern Energy plc 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 Scottish & Southern Energy plc 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 Scottish & Southern Energy plc business.

About Scottish & Southern Energy plc

Scottish and Southern Energy plc, through its subsidiaries, engages in the generation, transmission, distribution, and supply of electricity. It also involves in the storage, distribution, and supply of gas; energy trading; and electrical and utility contracting activities.

Generation

The company owns approximately 10,700MW of electricity generation capacity in the United Kingdom and Ireland, consisting of approximately 4,500MW of gas- and oil-fired capacity; 4,000MW of coal-fired capacity (with biomass co-firing capability) and 2,200MW of hydro, wind and biomass capacity.

Hydro Generation: The company owns and operates approximately 1,450MW of capacity in conventional hydro electric schemes, including the new Glendoe hydro electric scheme which became operational in December 2008, and 300MW pumped storage.

Wind Generation – Operations: As of March 31, 2009, the company owned and operated approximately 700MW of onshore wind farm capacity in the United Kingdom

and Ireland, of which 300MW is in the Republic of Ireland.

Wind Generation – Investment: The company has a 50% share of the 500MW Greater Gabbard wind farm under construction in the outer Thames Estuary (see below). It also has approximately 1,400MW of offshore wind farm capacity with consent for development. This consists of the 280MW Butendiek offshore wind farm planned for a site off the coast of Germany; two offshore wind farms proposed in the Dutch sector of the North Sea with a total capacity of approximately 610MW; and the 500MW Arklow scheme off the east coast of the Republic of Ireland.

The company has approximately 3,400MW of renewable energy capacity (onshore wind, offshore wind, hydro and dedicated biomass) in operation, under construction or with consent in the United Kingdom and the Republic of Ireland (excluding Arklow in the Republic of Ireland); and approximately 1,400MW of offshore wind farm capacity with consent for development in Europe (including Arklow).

In addition, the proposal by Viking Energy, the joint venture between Viking Energy Ltd (which is 90% owned by Shetland Charitable Trust) and the company to develop on Shetland's Central Mainland a wind farm with 540MW of capacity was submitted to Scottish Ministers in May 2009. This takes to approximately 1,000MW the amount of onshore wind farm capacity for which SSE has applied for consent to build in Scotland, England, Northern Ireland, Italy, and Sweden.

Wind Generation Investment – Greater Gabbard: Greater Gabbard Offshore Winds Limited (GGOWL) is a 50:50 joint venture between the company and RWE npower renewables, which acquired its 50% stake from it in November 2008, to develop in the outer Thames Estuary.

Marine Energy: In February 2009, the company and Aquamarine Power, in which it has a 50% stake, entered into a joint venture targeted at developing sites in the UK and the Republic of Ireland capable of hosting 1,000MW of marine energy capacity by 2020. In April 2009, the Oyster device produced and exported electricity at the New and Renewable Energy Centre (NaREC) near Newcastle.

Forth Energy: In June 2008, the company and Forth Ports plc entered into a strategic venture to develop renewable energy projects around Forth Ports' sites in Scotland and England. The venture envisages projects across a number of renewable energy technologies, including wind, tidal and biomass, and related networks and infrastructure.

Supply

The company supplies electricity and gas to approximately nine million domestic, commercial and industrial customers within Great Britain's market and to approximately 50,000 customers in the Irish all-island market. It supplies energy under the Southern Electric, SWALEC, Scottish Hydro Electric, Atlantic Electric and Gas and (in Ireland) Airtricity brands.

Energy Supply Operations – Customer Numbers: The company supplies electricity and gas in Great Britain as Southern Electric, SWALEC, Scottish Hydro Electric and Atlantic Electric and Gas.

Networks

The company distributes electricity to approximately 3.5 million properties in northern Scotland and central southern England via overhead lines and underground cables. It also own

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.
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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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