

Sol Melia SA Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/S49625F2651BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: S49625F2651BEN

Abstracts

Sol Melia SA 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 Sol Melia SA and its competitors. This provides our Clients with a clear understanding of Sol Melia SA position in the [Restaurants and Leisure](#) Industry.

The report contains detailed information about Sol Melia SA 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 Sol Melia SA. 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 Sol Melia SA 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 Sol Melia SA 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 Sol Melia SA business.

About Sol Melia SA

Sol Melia, S.A. engages in the management and operation of owned or rented hotels under management or franchise agreements, as well as in time-share operations in Spain, Latin America and the Caribbean. The company provides approximately 328 hotels in 27 countries under its Melia Hotels, TRYP Hotels, Sol Hotels and Paradisus Resorts brands.

The Company's activities also consist in the promotion of any type of business related to the tourist and hotel trade or related to leisure, recreation or amusement as well as in the participation in the creation, development and operation of new businesses, establishments or entities within the tourism and hotel trade and in any leisure, recreation or amusement activity. The Company's activities are carried out in Germany, Argentina, Belgium, Brazil, Colombia, Costa Rica, Croatia, Cuba, Egypt, Spain, the United States, France, Indonesia, Italy, Malaysia, Mexico, Panama, Peru, Portugal, Puerto Rico, United Kingdom, Dominican Republic, Switzerland, Tunisia, Uruguay, Venezuela and Vietnam.

Hotel Brands

The company operates a differentiated hotel portfolio, both with regard to the locations of its hotels and their category and type (city and resort). The company caters for the

needs of a range of different types of travelers through its 5 hotel brands: Melia, Tryp, Sol, Paradisus and Hard Rock.

MELIA HOTELS

Melia Hotels offers personalized and friendly service and locations in major cities and resort destinations. They offer a range of services and provide varied cuisine and congress, convention and incentive facilities.

In 2005 the Company also began to develop a new leisure concept named the 'Gabi Club', which offers a chill-out setting with Balinese beds, vanguard design and music lounge. Gabi Clubs have already opened at the Melia Caribe Tropical and Melia Gorriones. Facilities are complemented by a restaurant offering the most modern dishes in a stunning setting.

The Melia Puerto Vallarta has added theme areas to its children's facilities: Bamm Bamm Club; Cool Club; Baby Rock; Rockaflash; and Fun Park, joining the Melia Cozumel and Melia Caribe Tropical which both added Flintstone's Land facilities in 2004. In 2005 a new Flintstones Land activities and adventure pack has been developed for the three hotels, making 'The Flintstones Land' another attractive attribute of Melia all-inclusive resorts.

Melia El Mouradi Gammarth (Gammarth-Tunisia)

The Melia El Mouradi Gammarth is located in the Tunisian city of Gammarth with direct access to the beach and only 10 kilometres from Tunis airport. The hotel provides 508 rooms with magnificent views over the beach, swimming pool or gardens, as well as a buffet restaurant for breakfast, lunch and dinner, an 'a la carte' restaurant with terrace service, a pizzeria, a wet bar in the pool, and a range of additional services.

Melia Villa Gadea (Alicante, Spain)

The Melia Villa Gadea is located in a privileged spot overlooking the Mediterranean Sea over the picturesque fishing village of Altea. Its architecture, inspired by the design of the traditional whitewashed houses in the region, perfectly combines modernity with tradition to provide guests with a most comfortable hotel experience as well as marvellous gardens, several restaurants and Thalasso-Spa, and the charm, peacefulness and tranquillity so typical of Altea.

Melia Ria (Aveiro, Portugal)

The new Melia Ria Hotel is located in a residential development in the heart of Aveiro (Portugal), with views of the lake formed by the Ria de Aveiro. Located alongside the Culture and Congress Centre and the train station, a short distance from the historic city centre and 7 km from the beaches, the hotel provides 128 double rooms with premium television services and high speed Internet access.

Melia Alto Aragon (Formigal-Spain)

In December 2005 Sol Melia opened the Melia Alto Aragón, a new hotel in the ski resort of the same name in Huesca in the Spanish region of Aragon. The hotel provides 135 rooms, the 'a la carte' and buffet restaurant 'Lanuzá', cafeteria, and 'Izas' bar. The Melia Alto Aragon also provides a covered car park for 90 vehicles and open-air ca

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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