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Sonae SGPS SA Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Sonae SGPS 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 Sonae SGPS SA and its competitors. This provides our Clients with a clear understanding of Sonae SGPS SA position in the Conglomerates Industry.

The report contains detailed information about Sonae SGPS 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 Sonae SGPS 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 Sonae SGPS 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 Sonae SGPS 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 Sonae SGPS SA business.

About Sonae SGPS SA

Sonae SGPS, SA engages in food and non-food retail, shopping centre, and telecommunication businesses. The company has operations principally in Portugal, Spain, France, the United Kingdom, Germany, Brazil, Italy, Greece, Ireland, Poland, the United States, and Australia.

Segments

The company's business segments include Retail; Shopping Centers; Telecommunications; and Other.

Retail

In Retail Business, the company operates three different food retail chains: Continente: hypermarkets with an average sales area of approximately 7,500 square meters and located, as anchor stores, within big shopping centers in the main cities in Portugal; Modelo: supermarkets with sales area of approximately 2,000 square meters and located in medium sized urban centers; and Modelo Bonjour: with sales area of approximately 1,000 square meters and a presence in residential urban areas in the metropolitan zones of Lisbon and Porto. The company also operates 13 different non

food retail formats, the significant being Worten, a consumer electronics format, SportsZone, a sports clothing and equipment format, and Modalfa, an apparel format. It operates in the Spanish market with two of its non-food formats, namely SportZone and Worten. It has six stores in the cities of Madrid, Corunha, Ferrol, La Gavia, Murcia, and Zaragoza.

Shopping Centers

In Shopping Centers Business, the company engages in the development, ownership, and management shopping centers. As of December 31, 2008, the company was present in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil, and owned 50 shopping centers, with a total gross leasable area (GLA) of approximately 1,900 thousand square meters; had approximately 2,200 thousand square meters of GLA under management with approximately 8,450 tenants; and had 14 projects under development with a total GLA of approximately 700 thousand square meters.

Telecommunications

In Telecommunications Business, the company offers a range of mobile, fixed communications, and multimedia services targeting residential and business customers in Portugal. Its mobile business, with its brand Optimus, has 3.2 million subscribers in Portugal. Its fixed residential business, with its brand Clix, provides triple play services of voice, Internet, and IPTV to its residential, small to medium size enterprise (SME), and corporate customers, as well as provides voice and data capacity, and connectivity services to telecommunications operators worldwide. The company also has a presence in the Media sector through the ownership of Público, a reference national daily newspaper in Portugal. It is also present in the software and system information sector with WeDo, a provider of systems integration products and consultancy, and specialized in the telecom sector, and revenue assurance competencies.

Other Investments

The company holds interest in MDS, SGPS, SA, which engages in insurance brokerage and risk management businesses. It operates in insurance and reinsurance areas. Insurance brokerage retail operations in Portugal are developed through mds insurance brokerage and Seguros Continente, and in Brazil through Lazam|mds. In reinsurance, MDS holds a 32.12% interest in Cooper Gay, a reinsurance broker. MDS has also the responsibility for the management and placement of risk and insurance for the entire Sonae Group, through its reinsurance captive company Sonae Re, SA.

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History

Sonae SGPS, SA was incorporated in 1959.

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 3×3 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

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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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