

# SSAB AB Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

SSAB AB 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 SSAB AB and its competitors. This provides our Clients with a clear understanding of SSAB AB position in the [Metals and Mining](#) Industry.

The report contains detailed information about SSAB AB 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 SSAB AB. 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 SSAB AB 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 SSAB AB 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 SSAB AB business.

## **About SSAB AB**

SSAB AB engages in the manufacture and sale of steel products worldwide.

### Divisions

The company's divisions include SSAB Strip Products; SSAB Plate; SSAB North America; Tibnor; and Other.

### SSAB Strip Products

The Strip Products Division manufactures strip products in the Nordic region. It also offers advanced high-strength steels (AHSS) in Europe. Its production capacity amounts to approximately 3 million tonnes per year. Advanced high-strength steels can be used in various applications to reduce weight and extend product life. Hot-rolled advanced high-strength steel is used in the automotive industry, primarily for trucks, and in areas, such as cranes and containers. Cold-rolled advanced high-strength steel is used primarily for safety components in the automotive industry. Galvanized extra and ultra high-strength steels are used in applications that require a level of anti-corrosion protection. Ordinary strip steel is used primarily within the engineering, construction, and automotive industries. Its product range includes strip in thicknesses ranging from 0.1 mm to 16 mm, with a maximum width of 1,600 mm. The products are marketed

under the Domex, Docol, Dogal, Dobel, and Prelaq brands.

### SSAB Plate

The SSAB Plate Division manufactures quenched steels, which are used in construction machinery and mining equipment, as well as in the manufacture of cranes, bridges, and offshore equipment. The division's main products are abrasion-resistant steels and construction steels, sold respectively under the Hardox and Weldox brands, as well as Toolox and Armox.

### SSAB North America

The SSAB North America Division supplies plate in North America. The operations include two steel works in which production is based on scrap metal with integrated rolling, one in Montpelier, Iowa and one in Mobile, Alabama. The operations also include three cutting lines in Texas and Minnesota in the United States; and Ontario, Canada. The two steel mills have an annual total capacity of approximately 2.5 million tonnes of crude steel. SSAB North America's customer base includes steel service centers and OEM's (original equipment manufacturers). Within the energy sector, its customers are windpower plants.

### Tibnor

The Tibnor Division engages in steel distribution in the Swedish market. Tibnor's traditional core business lies within the areas of steel and stainless steel in which industry is supplied with a range of commercial steels, strip products, plate, specialty steels, pipes, and stainless steel. In addition, the business operations include the sale of non-ferrous metals and building-related steel products. Tibnor's foreign subsidiaries supply the customers in their respective countries with a selection of steel and non-ferrous metal products. Tibnor offers resources for pretreatment of materials, such as splitting and cutting to size of strip steel at its own facility in Gothenburg. Tibnor supplies reinforcement products to construction companies.

### Other

The Other Division includes Plannja, Lulekraft, Oxelosunds Hamn, and SSAB Finance Belgium.

Plannja: Plannja is wholly owned by the company and produces building sheet, with a

geographic focus on the Nordic and Baltic regions, as well as central and eastern Europe. The product range consists of a range of flat and profiled building sheet, sheet roofing tiles, rainwater run-off goods, and sandwich-type wall panels. Plannja's products are based overwhelmingly on metal-coated strip steel.

**Lulekraft:** Lulekraft operates a combined heat and power plant in Lulea and is owned by the company (50%) and the municipality of Lulea (50%).

**Oxelosunds Hamn:** Oxelosunds Hamn conducts port operations in Sweden. Oxelosunds Hamn is owned by the company (50%) and the municipality of Oxelosund (50%).

**SSAB Finance Belgium:** The wholly-owned subsidiary, SSAB Finance Belgium, is in development stage that would engage in currency trading, liquidity management, and other financial operations.

## Markets

The company's export sales from Sweden are focused primarily on Europe. It also has operations in North America, Asia, and rest of the world.

## Acquisitions

In 2008, the company acquired Plannja SRL, the Romanian distribution company.

## Dispositions

In 2008, the company's subsidiary, SSAB North America, sold its tubular business. The sale covered 13 tubular mills, the steel mills in Regina and Koppel, which supply the tubular business, as well as related scrap metal plants.

## Competition

The company's main competitors within advanced high-strength steel are ThyssenKrupp and ArcelorMittal. Its main competitors within the quenched steels sector are ThyssenKrupp and Dillinger in Europe, as well as ArcelorMittal and Algoma in North America. SSAB North America's competitors include Nucor Steel, Inc., ArcelorMittal, Essar Steel Algoma Inc., and the Evraz group. Tibnor competes with BE-Group and Ruukki.

## History

SSAB AB was founded in 1978.

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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## 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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