

# Stora Enso Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Stora Enso Corp. 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 Stora Enso Corp. and its competitors. This provides our Clients with a clear understanding of Stora Enso Corp. position in the [Paper and Forest Products](#) Industry.

The report contains detailed information about Stora Enso Corp. 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 Stora Enso Corp.. 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 Stora Enso Corp. 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 Stora Enso Corp. 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 Stora Enso Corp. business.

## **About Stora Enso Corp.**

Stora Enso Corporation operates as an integrated paper, packaging, and forest products company. The company produces newsprint and book paper, magazine paper, fine paper, consumer board, industrial packaging and wood products.

### **Business Areas**

**Newsprint and Book Paper:** Stora Enso Newsprint and Book Paper produces newsprint, improved newsprint, directory, and book paper for publishers and printing houses. Its newsprint products include a range of standard newsprint and improved newsprint grades, including tinted paper for sports and business sections and supplements. The book and directory paper range includes paper for hardback and paperback books, telephone directories and timetables.

**Magazine Paper:** Stora Enso Magazine Paper offers a range of paper for magazines and advertising applications. Publishers, printing houses and retailers use the company's uncoated magazine paper for periodicals and advertising materials such as inserts and flyers, as well as mass-circulation TV magazines and catalogues. Specialist and general interest magazines are significant customers of the company's oated matt, silk and glossy magazine paper, which its customers also use for items such as

supplements, home shopping catalogues and magazine covers.

**Fine Paper:** Stora Enso Fine Paper produces graphic and office paper for printers and publishers, merchants, envelope converters, office equipment manufacturers and office suppliers. The company's fine paper mills are located in Finland, Sweden, Germany and China. Its graphic paper grades are mainly multicoated fine papers for art books, annual reports, luxury magazines and brochures. Its office paper grades are uncoated fine papers for office and digital printing, envelopes, notebooks and pads and business forms.

**Consumer Board:** Stora Enso Consumer Board is a consumer board company, making packaging materials for a range of products. The company produces liquid packaging board, food service board, graphical board and carton board for use in packaging food, beverages, cigarettes, pharmaceuticals, cosmetics and luxury goods.

**Industrial Packaging:** Stora Enso Industrial Packaging produces corrugated packaging, containerboard, cores and coreboard, laminating paper, paper sacks, and sack and kraft paper. It operates in all stages of the value chain, from recycling and pulp production to packaging production.

**Wood Products:** The company provides product and service solutions to wood product industries and trade customers worldwide. It focuses on the construction, joinery and packaging industries and provide engineered fit-to-use products for manufacturing processes. The company also supplies a range of sawn and processed wood products to timber retailers, merchants and importer-distributors, and provides raw materials to the pulp and panel industries and the energy sector.

## Customers

The company's customers include publishers, printing houses and paper merchants, as well as the packaging, joinery and construction industries.

## Significant Events

On February 18, 2010, Metso Corp., Stora Enso Corp. and Domtar Corporation have established a project to develop a pulp mill biorefinery based on new pulping technology.

## History

Stora Enso Corporation was founded in 1862.

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?

## I would like to order

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