

# TUI Travel PLC Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

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

The report contains detailed information about TUI Travel 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 TUI Travel 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 TUI Travel 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 TUI Travel 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 TUI Travel PLC business.

## **About TUI Travel PLC**

TUI Travel PLC operates as an international leisure travel group in the United Kingdom.

### **Mainstream**

This Sector includes the sale of flights, accommodation, car hire, transfers and excursions, in addition to package holidays within the mainstream segment of the leisure travel marketplace. It comprises vertically integrated tour operators, such as Thomson, First Choice and TUI Deutschland, within 158 countries, which as of December 31, 2006, consisted of 155 aircraft and 3,594 retail shops across the U.K., Ireland and Continental Europe.

**Package holidays:** This includes the sale of differentiated and exclusively available content, such as the Holiday Villages hotels and long-haul travel, in addition to more traditional package holidays.

**Component:** This includes the sale of flights, accommodation, car hire, transfers and excursions, either as separate components or together as part of a customer assembled package holiday.

The Central Europe division comprises the distribution and tour operator businesses in Germany, Switzerland, Austria and the Eastern European markets, as well as the operation of airlines.

The Northern Europe division comprises the distribution and tour operation businesses in the UK, Ireland and the Nordic countries, as well as the following airlines: TUIfly Nordic, Thomsonfly and First Choice Airways.

The Western Europe division comprises the distribution and tour operation businesses in France, the Netherlands and Belgium, as well as the following airlines: Corsairfly, Arkefly and Jetairfly, and a 40 per cent. stake in Jet4you.com.

## Specialist

This Sector operates in three segments, Destination, Premium and Lifestages and comprises specialist brands, such as Marmara, Sovereign and StudentCity.

The Destination segment comprises specialist brands across 11 source markets that have become market leaders to certain destinations out of the source markets in which they operate.

The Premium segment consists of a portfolio of five brands, including Hayes & Jarvis, Sovereign, Citalia and Meon, and these specialize in premium leisure travel experiences, across a range of destinations in Europe, Asia and the Caribbean.

The Lifestages segment consists of a portfolio of businesses, which focus on a particular customer demographic, such as the student travel and grey market travel segments of the leisure travel market.

## Activity

This Sector comprises activity lifestyle travel companies and premium brands operating in three market segments, Marine, Adventure and Experiential, including Headwater, Sunsail, The Moorings, Exodus and Travcoa.

The Marine division includes First Choice Marine, which operates the yacht chartering brands of Sunsail and The Moorings, in addition to Sunsail Clubs and Inland Waterways (Crown Blue Line and Connoisseur).

The Adventure division consists of a portfolio of 17 adventure travel businesses, including First Choice Expedition Cruising, Exodus, Peregrine and Headwater.

The Experiential segment consists of six brands, such as Travcoa and TCS, that operate specialist escorted tours offering cultural and luxury escorted travel experiences for the U.S. source market.

### Online Destination Services

The Online Destination Services Sector consists of incoming agencies which provide services such as guest assistance, transfers, excursions and roundtrips to the Enlarged Group and third party tour operators and their clients. This Sector also sells accommodation online to both consumers and businesses and provides specialized services to cruise lines and the management of meetings and incentives activities for corporate clients.

### Joint Ventures

On April 15, 2009, TUI Travel PLC has agreed to create a joint venture with S-Group Capital Management to expand and develop its presence in the CIS countries. As part of the agreement, the companies would buy 75% in certain assets of Russian tour operator VKO Group and 75% in Ukrainian travel agency Voyage Kiev. In addition, the joint venture signed a letter of intent to buy 75% in Mostravel, a Turkey and Egypt destination specialist.

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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