

United Rentals, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

United Rentals, Inc. 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 United Rentals, Inc. and its competitors. This provides our Clients with a clear understanding of United Rentals, Inc. position in the [Wholesale and Distribution](#) Industry.

The report contains detailed information about United Rentals, Inc. 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 United Rentals, Inc.. 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 United Rentals, Inc. 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 United Rentals, Inc. 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 United Rentals, Inc. business.

About United Rentals, Inc.

United Rentals, Inc. operates as an equipment rental company. The company offers equipment for rent to customers that include construction and industrial companies, manufacturers, utilities, municipalities, homeowners, government entities and others. It also sells new and used equipment, as well as related contractor supplies, parts and service. The company's network consists of 569 rental locations in the United States, Canada, and Mexico.

As of December 31, 2009, the company's fleet of rental equipment included approximately 220,000 units, including general construction and industrial equipment, such as backhoes, skid-steer loaders, forklifts, earthmoving equipment and material handling equipment; aerial work platforms, such as boom lifts and scissor lifts; general tools and light equipment, such as pressure washers, water pumps, generators, heaters and power tools; and trench safety equipment, such as trench shields, aluminum hydraulic shoring systems, slide rails, crossing plates, construction lasers and line testing equipment for underground work.

Segments

The company conducts its operations through general rentals and trench safety, pump

and power segments.

The General Rentals Segment includes the rental of construction, aerial, industrial and homeowner equipment and related services and activities. Its customers include construction and industrial companies, manufacturers, utilities, municipalities and homeowners. It operates throughout the United States and Canada and has one location in Mexico.

The Trench Safety, Pump and Power Segment includes the rental of specialty construction products and related services. Its customers include construction companies involved in infrastructure projects, municipalities and industrial companies. It operates in the United States and has one location in Canada.

Products and Services

Equipment Rental: The company offers for rent approximately 3,000 classes of rental equipment on an hourly, daily, weekly or monthly basis. The types of equipment that the company offers include general construction and industrial equipment; aerial work platforms; trench safety equipment; and general tools and light equipment.

Sales of Rental Equipment: The company sells used rental equipment and invests in new equipment to manage repairs and maintenance costs, as well as the age, composition and size of its fleet.

The company sells used equipment through its national sales force, which can access resale markets across North America. It also sells used equipment through its Web site, which includes an online database of used equipment available for sale. In addition, the company holds United Rentals Certified Auctions on eBay to provide customers with another convenient online tool for purchasing used equipment.

New Equipment Sales: The company sells equipment for equipment manufacturers. The manufacturers that it represent and the brands that it carry include: Genie, JLG and Skyjack (aerial lifts); Multiquip, Wacker, and Honda USA (compaction equipment, generators and pumps); Sullair (compressors); Skytrak and Lull (rough terrain reach forklifts); Takeuchi (skid-steer loaders); Terex (telehandlers); and DeWalt (generators).

Contractor Supplies Sales: The company sells various contractor supplies, including construction consumables, tools, small equipment and safety supplies. The company's target customers for contractor supplies are its existing rental customers.

Service and Other Revenue: The company also offers repair and maintenance services and sell parts for equipment that is owned by its customers. The company's target customers for these types of ancillary services are its rental customers, as well as those who purchase both new and used equipment from its branches.

Software: The company has two subsidiaries that develop and market software. One of the subsidiaries develops and markets RENTALMAN, which is an enterprise resource planning application. The other subsidiary develops and markets INFOMANAGER, which provides a complete solution for creating an advanced business intelligence system. INFOMANAGER helps with extracting raw data from transactional applications, transforming it into meaningful information and saving it in a database that is specifically optimized for analytical use.

Customers

The company's customer base ranges from Fortune 500 companies to small businesses and homeowners. The company's customers include construction companies that use equipment for constructing and renovating commercial buildings, warehouses, industrial and manufacturing plants, office parks, airports, residential developments and other facilities; industrial companies, such as manufacturers, chemical companies, paper mills, railroads, ship builders and utilities that use equipment for plant maintenance, upgrades, expansion and construction; municipalities that require equipment for various purposes; and homeowners and other individuals that use equipment for projects that range from repairs to renovations.

Significant Events

On August 16, 2010, United Rentals, Inc. announced that it has agreed to form a joint venture with Fluor Corporation's AMECO unit to offer equipment and tool solutions for ongoing plant maintenance and turnaround activities initially supporting the oil and gas industry in the Gulf Coast region of the U.S.

History

United Rentals, Inc. was founded in 1997.

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

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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