

# **Wesfarmers Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

<https://marketpublishers.com/r/W0091EF2ED8BEN.html>

Date: May 2025

Pages: 121

Price: US\$ 499.00 (Single User License)

ID: W0091EF2ED8BEN

## **Abstracts**

Wesfarmers Ltd. 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 Wesfarmers Ltd. and its competitors. This provides our Clients with a clear understanding of Wesfarmers Ltd. position in the [Retail](#) Industry.

The report contains detailed information about Wesfarmers Ltd. 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 Wesfarmers Ltd.. 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 Wesfarmers Ltd. 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 Wesfarmers Ltd. 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 Wesfarmers Ltd. business.

## **About Wesfarmers Ltd.**

Wesfarmers Limited engages in the hardware retailing, coal mining, gas processing and distribution, industrial and safety product distribution, insurance, chemicals and fertilizers manufacture and rail transport businesses.

The company operates its business in six segments: Hardware; Energy, including Coal and Gas and power; Industrial and safety; Insurance; Chemicals and fertilizers; and other activities.

### **Hardware Segment**

**Bunnings:** Bunnings operates as a retailer of home and garden improvement products and building materials, supplying the do-it-yourself customers, builders and contractors in Australia and New Zealand. Bunnings operates approximately 210 stores across all states and territories of Australia and both islands in New Zealand.

**WA Salvage:** WA Salvage Pty, Ltd specializes in selling a discounted building materials and bargain variety merchandise and purchases products in bulk, including downgraded, superseded and liquidated stock.

The company operates 125 Warehouses, 85 Traditional stores, and 18WA Salvage stores.

## Energy Segment

The company's Energy segment comprises three coal businesses, three gas businesses, a power business and support activities. The coal interests are the Curragh mine in Queensland's Bowen Basin (coking coal for export markets and steam coal for domestic markets), the Premier Coal mine at Collie in Western Australia's south-west (steam coal for domestic markets), and a 40% interest in the Bengalla mine in the Hunter Valley of New South Wales (steam coal for both export and domestic markets). Energy's gas and power businesses are Wesfarmers Kleenheat Gas Pty Ltd (LPG distribution and marketing), Wesfarmers LPG Pty Ltd (LPG production) a 40 per cent interest in Air Liquide WA Pty Ltd (industrial and medical gases) and Energy Generation Pty Ltd (power generation for regional areas).

**Curragh, Queensland:** Wesfarmers operates the Curragh mine situated 200 kilometres west of Rockhampton in Queensland's Bowen Basin. The mine produces around seven million tonnes of coking and steam coal annually. Export coking coal is transported 300 kilometres by rail to the Port of Gladstone where it is shipped to customers in Japan, South Korea, South-East Asia, and Europe. Curragh's steam coal is produced for domestic power generation and transported by rail directly to both the Stanwell Power Station near Rockhampton and the Gladstone Power Station. Wesfarmers is working on the development of Curragh North, which would double the recoverable coal reserves available.

**Premier, Western Australia:** The Premier Coal open-cut mine near Collie, 200 kilometres south of Perth, produces around 3.5 million tonnes of coal per annum. The coal is mainly sold under long-term contract to its major customer, the state government-owned Western Power, for domestic power generation. Premier Coal also supplies the mineral sands processing industry in Western Australia. Premier Coal's product is low in ash and sulphur content and is methane-free, providing a comparable emissions profile to that of natural gas in Western Australia.

**Bengalla, New South Wales:** Wesfarmers has a 40% interest in the Bengalla open-cut coal mining joint venture, situated at Muswellbrook in the Hunter Valley in New South Wales. Coal and Allied manages the operation, which is capable of producing approximately six million tons of steam coal for both domestic and export purposes.

Kleenheat: Kleenheat Gas is a major distributor and marketer of liquefied petroleum gas (LPG) and gas appliances to domestic, commercial, autogas, and industrial customers. Kleenheat Gas operates through an extensive Australia-wide network of depots, company-owned branches, dealers, agents and franchisees. Kleenheat Gas has a 50% interest in the Unigas joint venture, which supplies autogas to service stations in all mainland States and Territories of Australia, except Western Australia. Other activities include liquefied natural gas (LNG) operations and LPG distribution in Bangladesh.

Wesfarmers LPG: Wesfarmers LPG owns and operates a plant in Kwinana, Western Australia, which extracts propane and butane from the natural gas stream flowing from We

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?

## I would like to order

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