

# Shui On Construction & Materials Limited: Tactical & Strategic Database Specifications (Tactical & Strategic - China Book 39172)

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Shui On Construction & Materials Limited  
Database & Contents Specifications

Tactical & Strategic Report & Database

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Shui On Construction & Materials Limited Tactical & Strategic Report & Database Data & Contents Specifications

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INVENTORY STRUCTURE

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FINANCIAL FORECAST

OPERATIONAL FORECAST

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SHORT TERM STRATEGY + TACTICS



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THE PRODUCT

COMPETITION







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# **Tactical & Strategic Report & Database**

## **Data & Contents Specifications**

**Preface** This document provides the Data & Contents Specifications for the Tactical & Strategic Report & Database on Shui On Construction & Materials Limited. If the Database Contents Specifications described here meet the needs of the users, then the Tactical & Strategic Report & Database on Shui On Construction & Materials Limited can be obtained at: [TS@datagroup.org](mailto:TS@datagroup.org)

This DataGroup report is designed to provide a complete Tactical and Strategic appraisal of Shui On Construction & Materials, together with all necessary background market research and business planning.

The format and content of the reports are similar to that produced by many major strategic Management Consultants - the only difference being that when one commissions a management consultancy firm to undertake such a study, the cost is usually \$50,000-\$200,000 whereas DataGroup reports are available for only a fraction of that cost.

The reason for the vast difference in cost is due to the fact that these reports are produced entirely by computer, whereas a normal management consultant's report would have been manually produced and thus the labour content (which is the major cost factor) is greater. In addition none of the management consultancy firms have access to the very large databases held by DataGroup and they therefore have to purchase or research the base data needed for their reports.

As DataGroup reports are produced by computer the analysis contained in these reports is uniform and accurate and the objectivity of the conclusions is greater than that of a manually produced study where one has to rely on individual consultants, their (frequently subjective) opinions, and their technical abilities.

For these reasons we believe that DataGroup reports are a more reliable, accurate and effective product than is the usual management consultant's report.

Clearly, readers may encounter difficulties with the interpretation of the data or analysis and therefore DataGroup provide an After-Sales Service whereby readers can obtain additional data and if required, can hold a Seminar (at the Client's offices) on the reports. Furthermore, an unlimited client hotline is available whereby clients can consult with company, market and industry specialists.

## Background to the Tactical & Strategic Reports

In 1979 DataGroup produced the world's first entirely computer generated Tactical and Strategic Company Report and its scope and contents was instantly acknowledged as being a vital and unparalleled tool for all managers interested in a Tactical and Strategic appraisal of a target company - be that their own company, an acquisition target or a competitor.

Between 1979 and 1987 DataGroup supplied these reports only to established clients. The main reason being that the DataGroup computers were fully utilized in supplying the demand from existing clients and there was insufficient capacity to enable the reports to be sold more widely. In 1987, because substantial new computer hardware came on-stream, DataGroup was able to offer the Tactical and Strategic Company Reports on a general basis. Between January 1987 and December 1993 DataGroup distributors had supplied more than 30,000 Tactical and Strategic Company Reports to clients. The reports were quickly recognized as being the most important development in corporate planning for very many years. Since 1993 the distribution of DataGroup reports has been strictly controlled and is no longer available to the general public. These documents and their associated databases are supplied via distributors to their own approved client base.

The fact is that DataGroup Tactical and Strategic Company Reports are unique and there is no other comparable publication available.

The DataGroup Tactical & Strategic Report is the most extensive available from any source in the world. The report is designed to give readers a highly detailed insight into companies by providing a comprehensive range of data, beginning with historic financial results through to a series of long-term forecasts on the company's future performance. The report includes data on company markets, performance, competitive position and full results from surveys of the company customer base, suppliers and other contacts.

A DataGroup Tactical & Strategic Report can probably tell you more about a Company, its Markets and Customers, its Suppliers and Industry Sector, than can its Chairman or indeed the whole Board of Directors.

Whatever your interest in a target company, whether as competitor or analyst, shareholder or investor, customer or client, you will not find a more comprehensive, authoritative and compelling report.

The Tactical & Strategic Report on Shui On Construction & Materials covers all the items, topics and issues listed in this report description. The report consists of the report and database as an online download or on DVD.

Since 1974 has provided commercial information to managers in business and government.



## Overview Shui On Construction & Materials Limited Tactical & Strategic Report

The contents, data classes and data sets found in The Tactical & Strategic Report on Shui On Construction & Materials Limited are shown here. This identifies all the main data classes; however it represents the minimum database configuration. Individual databases on Shui On Construction & Materials will contain supplemental data. Editions are updated at least monthly. The current edition comprises of over 9,000 pages, 20,000 spreadsheets, 20,000 database tables, 500 diagrams & maps. Contents change for each edition. This database is updated monthly and monthly updates are available.

The Tactical & Strategic Report on Shui On Construction & Materials has the following coverage:

**Report Contents:** The report has three main constituent parts, the Corporate data, the Market Research data, and the Business Planning tools. In addition there is a host of reference information provided.

**Corporate Coverage:** The report covers the main Subsidiaries, Divisions & Geographic Market areas of Shui On Construction & Materials.

**Product Coverage:** The report covers the major Product Groups and Product Areas of Shui On Construction & Materials.

**Market Coverage:** The report covers up to thirty Market Areas, Product and Market Sectors for Shui On Construction & Materials. In addition a World Market Research database is given for Shui On Construction & Materials Limited.

**Geographic:** The report covers the Company's home markets plus fourteen other important national markets within the trade cell. Also covered are the Regions or States within each country.

**Time Series:** The Report covers both Historic and Forecast data. The Historic data covers the previous 3-9 years and the Forecast data is presented in two time series, being: a Medium-Term forecast for the next 7 years, and a Long-Range projection for the period up to 2032 and beyond.

The document volumes are instruction manuals which indicate the essential elements of the Tactical & Strategic Report on Shui On Construction & Materials in relation to the attached DVD. Version 16 (and later) of this publication contains substantially more data than in previous versions or editions and thus the quantity and complexity of the data makes it is virtually impossible to produce an easily usable hardcopy printout, as this would run into many tens of thousands of printed pages. Therefore, to assist users, these manual describe how to extract from the DVD databases the specific information required, and then print a hardcopy document if required. The current edition comprises of over 9,000 web pages, 20,000 spreadsheets, 20,000 database tables, 500 diagrams and maps. Contents change for each edition. The database is updated monthly where appropriate.

The CURRENT ANALYSIS is designed to provide the normal type of financial data plus additional financial & operating data.

The Products & Markets most critical to Shui On Construction & Materials in the Medium and Long Term.

#### BASIC COMPANY DATA

##### FINANCIAL DATA

90 pages of Financial + Accounts Data.

##### OPERATIONAL DATA

Operating Finances, Margins + Costs.

#### THE MARKET

The Total Market by Country, by State or Region, by Year 1997 to the current year.

Market coverage is designed to encompass not only the existing markets for Shui On Construction & Materials products, but also areas of market expansion, product segmentation, parallel markets, et al.

By the same token the data excludes those market areas or sectors which are unavailable to Shui On Construction & Materials for whatever technical or commercial reasons.

#### MARKET CONSUMPTION

90-100 pages of Market Consumption & Market Trend figures are given by EACH COUNTRY, STATE, REGION by EACH INDUSTRY, PRODUCT Group and/or MARKET Sector by YEAR to the last year of filed accounts.

#### PRODUCT PROFILES

Product Profiles for Each product by country by year to the last year of filed accounts..

#### PRODUCT MARKETING

1. Sales & Selling
2. Distribution + Handling
3. Advertising
4. After-Sales
5. Marketing

#### MARKETING

1. Sales & Selling Costs
2. Distribution + Handling Costs
3. Advertising Costs
4. After-Sales Costs
5. Total Marketing Costs

CUSTOMERS + SUPPLIERS + INDUSTRY

By Regions, Cities & Towns.

PRODUCT PROCESSES

1. New Technology
2. Production
3. Process Investments
4. P&E in Use
5. P&E Investments.

PRODUCT INDUSTRY FINANCES

1. Profits/ Total Assets
2. Profit/ Sales
3. Sales/ Total Assets
4. Profit/ Capital Employed
5. Sales/ Employee
6. Capital Employed/ Employee
7. Profit/ Employee
8. Remuneration/ Employee
9. Sales/ Payroll
10. Sales/ Stock
11. Current Ratio
12. Credit periods

INDUSTRY

1. Technology + Process Investments
2. P & E in Use + Investments

## The Tactical Analysis of Shui On Construction & Materials Volume 2

The TACTICAL ANALYSIS undertakes an appraisal of Shui On Construction & Materials which is used to evaluate and forecast short term tactical issues & factors; plus highly detailed forecasts on the Company's sales, financial, operational & marketing performance during the next 7-14 years.

### DETAILED FORECAST

1. Turnover
2. Profitability
3. Productivity
4. Market Shares
5. Awareness + Perceptions
6. Rating
7. Sales
8. Advertising
9. Products
10. Competence
11. Quality
12. Pricing
13. Competitors
14. Performance
15. Superiority
16. Service
17. Customer Base
18. Costs
19. Margins
20. Distribution

## FINANCIAL FORECAST

90 pages of Financial + Accounts Data.

## OPERATIONAL FORECAST

1. Operating Finances
2. Margins + Costs

## THE INDUSTRY

Figures given by EACH COUNTRY, STATE, REGION by YEAR.

1. Structure
2. Concentration
3. Immediate Customer Base Profile
4. Employment
5. Cost Structure
6. Inventory Structure
7. Capital Expenditure Structure
8. Industry Finances.

## MARKETING FORECASTS

Marketing + Competitive Forecast & Analysis.

## SHORT TERM STRATEGY + TACTICS

1. Product Markets
2. Product Conclusions
3. Product & Market Price
4. Segmentation
5. Quality
6. Availability
7. Performance Variances
8. Technological & Technical Factors
9. Service

10. Product Fragmentation
11. Distribution
12. Customer Factors
13. Psychographics
14. Market Stretching
15. Merchandising
16. Pricing
17. Selling
18. Marketing Back-up
19. Market-places
20. Customer Base
21. Distribution
22. Market Routes
23. Distribution Logistics
24. Control Systems
25. Distribution
26. Handling Costs
27. Advertising + Sales Promotion
28. End User Targets
29. End User Factors
30. End User Sectors
31. Joint Ventures
32. Short Term Investment

#### COMPETITIVE ANALYSIS

The comparison of the Strengths and Weaknesses of Shui On Construction & Materials and its major competitors in the Trade Cell.

The forecasted performance of Shui On Construction & Materials is a function of the Company's strengths and weaknesses in relation to that of its Competitors.

## TACTICAL ANALYSIS

The tactical analysis is designed to review, analyse and isolate certain critical tactical questions which indicate the short term prospects for Shui On Construction & Materials.

### SHORT TERM TACTICAL ISSUES

An analysis of the Company's short term tactical issues and relative performance in the Market-Place.

## Strategic Analysis of Shui On Construction & Materials Volume 3

The STRATEGIC ANALYSIS is intended to give an extremely far reaching strategic analysis of Shui On Construction & Materials and thereby explore the medium and long term problems and opportunities for Shui On Construction & Materials. This provides a vital input to Corporate Planning and Development.

### MEDIUM + LONG TERM STRATEGIC CONSIDERATIONS

1. Long Term Market & Product Forecast
2. Consumption Forecast
3. Long Range Forecast for Products
4. Product Growth
5. Factors for Profitability

### MARKET ENVIRONMENT

1. Growth
2. Structure
3. Service
4. Customers

### THE PRODUCT

1. Life Cycles
2. Market Share
3. Product Quality
4. Product range
5. Profitability

6. Pricing
7. Service Quality
8. New Products

#### COMPETITION

1. Market Share
2. Profitability
3. Competition
4. Market

#### THE INDUSTRY

1. Industry Growth
2. Costs
3. Capacity
4. Productivity
5. Labour
6. Unionization
7. Capital Structure
8. Investment
9. Margins
10. Integration
11. Marketing costs
12. Process
13. Distribution
14. Market Penetration

#### MEDIUM + LONG TERM STRATEGIES

1. Build
2. Hold
3. Harvest



## MEDIUM + LONG TERM CHECKLIST

1. Profitability
2. Productivity
3. Market Shares
4. Customers
5. Sales Promotion
6. Product Availability
7. Competence
8. Products
9. Quality
10. Pricing
11. Competitors
12. Performance
13. Service
14. Customer Base
15. Costs & Margins
16. Distribution Channels
17. Forecast of Financial + Operating Data

## MEDIUM + LONG TERM CHECKLIST

A working plan or document for the critical factors which influence Shui On Construction & Materials in strategic terms.

The data is given as a matrix by Subsidiary, Division, Unit or Market sector.

## CRITICAL LONG RANGE FORECASTS

1. Long Term Market & Product Forecast
2. Overall Market Forecast for the Industry
3. Long Range Country / Trade Cell Forecasts
4. Long Term Product Growth

## THE LONG-TERM MARKETS

The Market section consists of a LONG-TERM MARKET CONSUMPTION forecast giving data for each year up to 2032.

Market Consumption & Market Trend figures are given:- by each Country/ State / Region by each Product Group and/or MARKET by YEAR UP TO 2032

### LONG-TERM PRODUCT PROFILES

Figures are given by each Country / State or Region by each Product and by Year to 2032.

Market data for each Product or Market Sector in a matrix for all the countries or states in the Long-Term.

### LONG-RANGE PRODUCT SUMMARY

Figures are given by EACH Country / State or Region by each Product.

The PRODUCT SUMMARY will give a forecast for each Product or Market Sector in the Long-Term.

## Survey Analysis of Shui On Construction & Materials Volume 4

The IMAGE + SURVEY ANALYSIS give a tabular & graphic analysis of the prevalent image of Shui On Construction & Materials in terms of customers, distribution channels & competitors. Overall National Surveys are provided as a point of comparison.

### IMAGE + CUSTOMER SURVEYS

The Company can greatly benefit from knowing what their customers think and how the company might improve products or services.

### PERFORMANCE

1. Credibility
2. Customer Confidence
3. Reputation
4. Staff Efficiency & Performance
5. Integrity
6. Truth + Honesty
7. Written + Verbal Communications
8. Customer service - Handling - Complaints - Problems
9. Comprehension + Awareness of Product

10. Customer Response + Information
11. Promotion
12. Advertising
13. Documentation
14. Contracts

Current & Forecast Data.

STATUS + STANDING

COMPETITIVENESS

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Shui On Construction & Materials Limited Tactical & Strategic Report and Database Specification.

This document provides the specifications and parameters of the Tactical & Strategic Report and Database for Shui On Construction & Materials Limited.

The report and database for Shui On Construction & Materials is a very large database which covers over 5,000 research issues for Shui On Construction & Materials, including an Overview, Current Analysis of Shui On Construction & Materials, Tactical Analysis of Shui On Construction & Materials, Strategic Analysis of Shui On Construction & Materials, complete Survey Data & Analysis of Shui On Construction & Materials, World Market Research for the markets Shui On Construction & Materials currently operates in, or potentially may expand into in the future, Business Planning software and utilities, Toolkits to assist comprehensive analysis of the Market, Financials, and Business Sectors for Shui On Construction & Materials Limited. The database consists of over 12,000 Excel spreadsheets, plus 4 Access databases which contain over 12,000 database tables.

After reading these specifications, the full database can be obtained if required from the link in this document, by quoting the unique database reference ID.

This document consists of about 419 pages of database specifications, plus explanations of the data and analysis provided in the full database.

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