

ANALYSIS OF THE SELECTED COMPANY

Zuzana Davalová – Alica Tobisová

The aim of the article is to show the reader analysis of business problems. The article discusses four selected analyses of the companies: PESTLE analysis, SWOT analysis, Porter's five forces and Quick test. Individual analyses relate to the external and internal exploration of the environment the company describes strengths, weaknesses, opportunities and threats, suppliers and buyers threatening new companies and competitors. The last analysis is financial analysis that shows the financial performance and financial stability of the company. In the article are reviewed results analysis of the company.

Keywords: PESTLE Analysis, SWOT Analysis, Porter's Five Forces, Quick Test, Analysis, Company

1 INTRODUCTION

The chapters article introduces you to the main characteristic of each analysis. In the third section is described the company TEXWASH GONSER, l.p., in the next one is the application of analyses on company and in the last part are the results of action and impact analysis for the company.

2 CHARACTERISTIC OF ANALYZES

PESTLE analysis is a method for examining the external factors affecting the organization. The first predecessor PESTLE analysis was in the 60s, Francisem J. Aguilarem, who dealt with the tools and techniques for monitoring the business environment. In the 80s there has been the last major element of reorganization-legislative independence factor. The method PESTLE analyze factors of an external environment, which could mean future opportunities or threats to the assessed organizations.

The external environment consists of these factors:

- Political, i. e. existing and potencial effect of political influence
- Economic, i. e. operation and impact of local, national and global economy
- Social, i. e. effect of social and cultural changes
- Technology, i. e. impact of new and advanced Technologies
- Legislative, i. e. impact of national, European and international legislation
- Ecological, i. e. local, national and global environment problems and issues its solutions.

SWOT analysis can be classified as one of the most commonly used analytical methods. Method creates Albert Humphrey, who led the 60's and 70's at Stanford University research project, and its aim was to analyze the planning defects and creating a new system for the company change management. SWOT analysis is a type of strategic state company, businesses or organizations in terms of their strengths, weaknesses, opportunities and threats, which provides a basis for the formulation of development directions and activities, corporate strategy and strategic objectives.

Types of strategies that are based on a combination of individual components of the internal and external environment of the company.

* Access W - O → The effort to eliminate the weaknesses of using the opportunities

* Access S - O → use strengths and great opportunities

* Access S - T → use their strengths to eliminate threats

* Access W - T → the effort to solve the alarming state even at the cost of disposal of the organization.

Porter's five forces working with the five elements, and this is the way of industry analysis and its risks. These include:

* Existing competitors - the ability to influence the price offered and the quantity of the product / service

* Potential competitors - to enter the market and affect the price and quantity of the offered product / service

* Suppliers - their ability to affect the price and quantity offered the necessary inputs

* Buyer - their ability to affect the price and quantity demanded of the product / service

* Substitute - price and quantity offered products / services, at least partially replace the product / service .

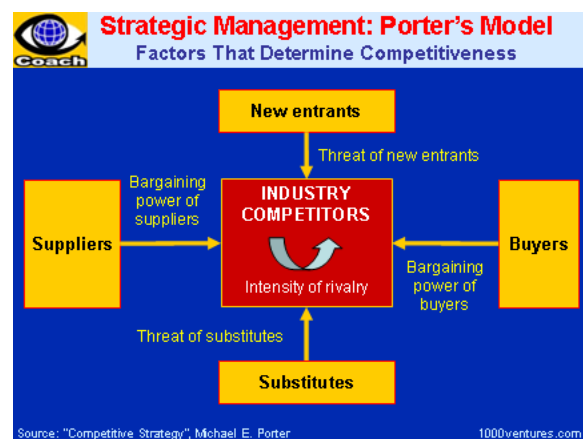


Figure 1 Porter's Five Forces, source: http://www.1000ventures.com/business_guide/mgmt_strategic_ca_byporter.html

Porter stated that the profitability of the industry depends on five dynamic factors that influence the prices, costs and necessary investment firms .

Quick test is a simple procedure of comparing financial performance and financial stability of the company. Is carried out because of the results it is immediately apparent momentary financial stability and yield situation. The test uses four ratios with the same status. A financial analysis of the company is a professional tool for analysis and is determined managers, investors,

creditors who need to have the information necessary for proper decisions to management. Used primarily to assess the financial health of a company, uncovering weaknesses in management, the warning in front of financial problems or indicator competitors. And also provides a basis for challenging the bank's credit score company. Quick test prediction model based on four core areas of analysis, namely stability, liquidity, profitability and profit.

3 CHARACTERISTIC OF COMPANY TEXWASH GONSER, l. p.

Company TEXWASH GONSER , l.p. is part of the company GONSER GROUP, which was established in 1938 and has many years of experience in the textile and clothing industry, which has over 3,000 employees on two continents in 18th factory. GONSER GROUP established Anna Gonser in Germany under the name WEISSWÄSCHEREI GONSER. The company later opened a branch in the world, in Germany (1963), Tunisia (1992), Czech Republic (1993), China (2005), Slovakia (1999) and Ukraine (2008).

Company TEXWASH GONSER ,l.p. was established on 16th February 1999 registration in the Commercial Register of the Slovak Republic, under the provisions of §93 law 513/91 Coll., joint venture agreement dated on 10 December 1998.

Address: Orechová 200
075 01 Trebišov
Date of birth : 16 February 1999
Legal form : Limited partnership
Business activities: washing, ironing and fabric processing (except dyeing)
Companions: complementarity
limited partner
Deposit: 3 000 EUR
Capital: 3 335 EUR
Number of Employees : 25 – 49

The activities carried out in the company TEXWASH GONSER , l.p.:

- * Washing of textiles
 - * Mangling and ironing
 - * Textile labeling
 - * Preparation of textiles to transport abroad
 - * Daily export of goods by trucks, to ferry to Finland
- The organizational structure of the company TEXWASH GONSER, l.p. consists of the General Director, and managing directors of three sections: operating, economic and technical department.

4 ANALYSIS OF COMPANY

In this part of the article focuses on the analysis has examined a particular enterprise.

4.1 PESTLE Analysis

In PESTLE analysis, we watched what external factors affect us on the analyzed company. Specific factors were examined from political, economic, social, technological, legislative and environmental areas. Also, we looked to what extent these specific factors influence the course of the holdings.

4.2 SWOT Analysis

SWOT analysis used to for the detection of strengths and weaknesses, opportunities and threats of the company.

SWOT ANALYSIS



Figure 2 SWOT Analysis, source: http://en.wikipedia.org/wiki/File:SWOT_en.svg

Strengths of the holdings are:

- * Long tradition, a strength for the company
- * Consistency, where the company this term can be understood control fabric prior to loading onto lorries and their subsequent export
- * Work in the undertaking trained staff in this field
- * Promptness - regular export of goods, compliance with specified time and date, the fulfillment of the task
- * High quality of service

Weaknesses :

- * Machine abrasion
- * Lack of awareness of people about the company and its provision of services
- * Weak advertising - cluttering website
- * Worse availability the enterprise
- * Unmarked trails - some indication of the company, title, no solicitation signs, unmarked street and away from the city

Among the opportunities the company include :

- * Differentiation washing and ironing range
- * The existence of modern technology

- * Contract to other manufacturers, clothing companies, such as OZETA NEO, Topoľčany, Makyta, Púchov, Merina, Trenčín, Levitex, Levice
- * Conforming spaces and reconstructions

Threat to TEXWASH GONSER, l.p. :

- * Biggest threat - competition, building cleaning and laundry in Slovakia such proportions that would exceed the quality and quantity of the company TEXWASH GONSER, l.p.
- * Lack of awareness of potential customers about the services offered the company
- * Low number of suppliers in the event that the contractor is dropped by revenue risk company

4.3 Porter's Five Forces

In this analysis, we focus on five kinds of competitive forces and means of action of the studied firm TEXWASH GONSER, com. al. We focused on those forces that Porter in his model identified for those working on enterprise affecting him and for him to create a competitive environment. Specific regard to the suppliers, customers, competitors in the industry, substitutes and potentially emerging competitors.

4.4. Quick Test

In the following analysis, we investigated the financial performance and financial stability of the company. The results of this analysis are described in Section 5, will present a cost and revenue items of the company and operating results for the years 2010 to 2013 shown in the following figures. Among the cost items we include personal expenses - staff costs, social insurance, social costs and other operating expenses.

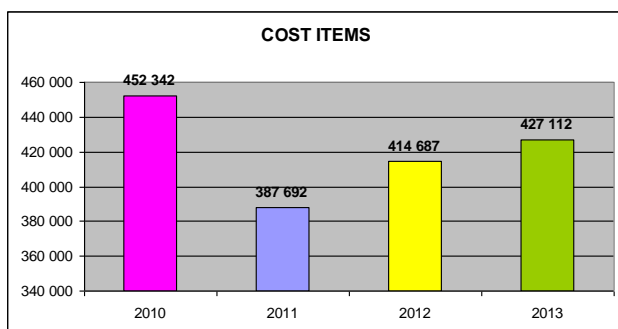


Figure 3 COST ITEMS, source: own processing

Revenue items are operating income and income from financial assets.

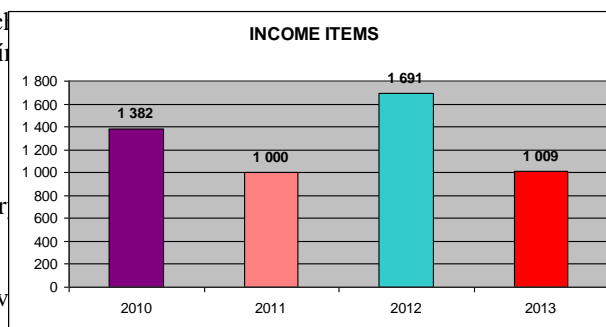


Figure 4 INCOME ITEMS, source: own processing

The graphs can be revealed that the company TEXWASH GONSER, l.p. has a higher cost items such as income, as the enterprise does not constitute a positive message. Therefore, enterprises must strive to reduce their cost elements and revenue contrary to gradually increase. In this part of the article a more graphically display the results of operations for the company for 2010 - 2013.

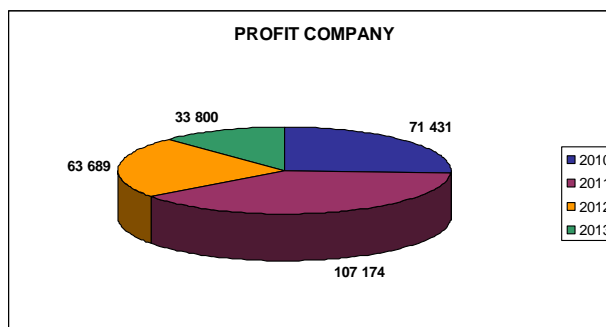


Figure 5 PROFIT COMPANY, source: own processing

Researching the best managed company in 2011, where his profit totaled € 107,174.

5 ANALYSIS RESULTS

Results PESTLE analysis: **Political Factors:** In terms of the political field, the factors has been studied by us and firm in our country has good conditions and environment for entrepreneurship, political stability, which is a guarantee of security for the company. **Economic factors:** According to the results of examination of action macroeconomic indicators in the Slovak Republic can be argued that the holdings can be satisfied in the development of inflation in Slovakia compared to the average of this indicator in the EU, where the difference in 2013 between the evolution of inflation in Slovakia and the EU average was 1.1%.

Other factors that are external to the economic impact on the enterprise are provided and drawn loans and credits, and also the development of interest rates of these bank products. However, we monitor the company for the period of four years 2010 - 2013 did not use foreign resources,

therefore the development of these factors had a direct impact on the enterprise. **Social factors:** Slovakia has been studied ventures, in terms of geographical and demographic, ideal conditions for the functioning. **Technology factors:** the object of the company is the laundry, to which the need for appropriate and suitable equipment. Whereas the provision of these services is the main activity of the company, development of technology greatly influences the investigated company. **Legislative factors:** Every business is subject to the current legislation, which must be respected. So also we monitor company in trade must be managed by the Commercial Code. Furthermore, it is also subject to other laws, standards and regulations related to the activity of the company. Also impact on the company has tax laws, of which the company follows the state paying taxes, but also the various advantages accruing to foreign companies. **Ecological Factors:** Slovakia has a very good ecological environment, is an area that is often threatened by destructive natural hazards and businesses able to provide the necessary resources to the business, whether it be water, gas, electricity.

On the other hand, the firm also influence legislative standards, regulations, or laws of ecology and it is environmentally acceptable for the environment – for example disposal of waste.

The results of the **SWOT analysis:**

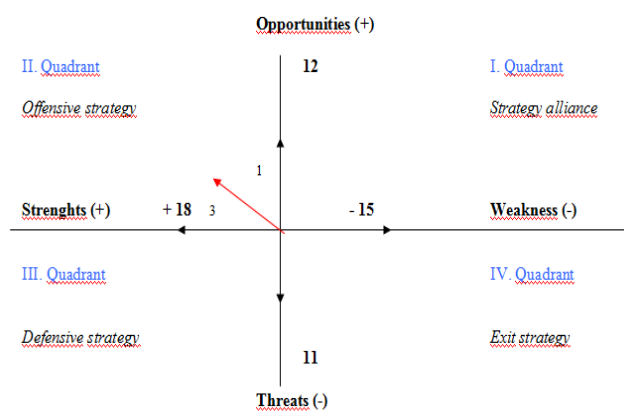


Figure 6 SWOT analysis

Research results of the SWOT analysis is that studied business uses offensive strategy. For the company this means that full use of its strengths and opportunities offered. Where the strengths and weaknesses trumps opportunities over threats therefore studied firm must continue to maintain this trend.

Results of **Porter's five forces:**

The result of the examination of the Porter's model is to determine what bargaining power has five competitive forces affecting business and conversely what bargaining power has been studied enterprise TEXWASH GONSER, l.p. on this competitive environment.

In the field of suppliers has been studied by us hold high bargaining power with regard to the two clothing

companies, for which the TEXWASH GONSER, l.p. has the only way to end the work in their textile production and export of finished products to customers. This issue is directly connected with the further investigation competitive force, which are substitutes, which, as already mentioned, in achieving the necessary qualitative or quantitative requirements of manufacturing plants, to reduce the bargaining power of the company examined by us and could TEXWASH GONSER, l.p. easily replaced and removed from the market.

Quick Test results :

The overall situation in the undertaking based on the assessment of financial stability and financial performance, especially in 2013 deteriorated. Yield the best situation reached firm in 2011 and 2012, 2013 brought a deterioration of the situation in which utilized according to the scale for the assessment of the Quick Test accrued to the enterprise value of 4, indicating the difficulties in the enterprise. As we have indicated, however, worsening of these results was due to a decline in cash flow and earnings. Therefore, the company should focus mainly on improving these indicators. Improvement can be achieved especially in the area of income, the increase taking concrete steps such as expanding the business into new markets and acquiring new customers.

6 CONCLUSION

Analysis of the business is the most important factor for the proper functioning of the company. In the article we discussed four analyses examining the internal and external environment, financial performance and financial stability. It was a SWOT analysis, PESTLE analysis, Porter's five forces and Quick test.

We analyzed enterprise TEXWASH GONSER, l.p., which deals with the washing and cleaning textiles.

The PESTLE analysis we discussed in detail the various factors which affect on the company, and what this implies. In terms PESTLE analysis can only be fully assessed, the company has created very good conditions, whether political, economic, social, technological, legal and environmental terms to the correct operation of the company. Based on an SWOT analysis, we see how an enterprise can use its strengths and weaknesses, threats and opportunities. The result of the examination of Porter's model of five competitive forces determine which is the bargaining power has five competitive forces. In the area of supplier has taken a significant bargaining power and good standing with garments and garment factories OZETA NEO , and able to operate on firm price conditions. Another threat bargaining power company may be emerging company. Studied company is currently in a situation where are no established companies or any emerging company.

The final analysis examining the company was quick test that reveals the profit situation and financial stability of the company TEXWASH GONSER, l.p..

Benefit processing article reader was a general approach the issue in practice, which helped us to get a better overview of the functioning, operation and financial status of the company.

BIBLIOGRAPHY

- [1] GRASSEOVÁ, M. a kolektív. 2010. Analýza podniku rukou manažera. 1. vyd. Brno: Computer Press, a. s., 2010. ISBN 978-80-21-2621-9.
- [2] Management. [online]. 2011-2013. 2013-10-12. Dostupné na internete: <<https://managementmania.com/sk/pestle-analyza>>. ISSN 2327 – 3658.
- [3] ManagementMania. [online]. 2011-2013. 2013-10-18. Dostupné na internete: <<https://managementmania.com/sk/analyza-5f-five-forces>> ISSN 2327 – 368.
- [4] Premier System. [online]. 2012. Dostupné na internete: <<http://www.premier-system.sk/nadstavby-a-specializacie/financna-analyza/>>
- [5] GONSER GROUP. [online]. Dostupné na internete: <<http://www.gonser-group.com/gonser-group/>>
- [6] Vision Praha s. r. o. [online]. 2008. Dostupné na internete: <http://www.vision32.eu/cz-stare/is-vision32/art_5/chap_122/financi-analyza.aspx#QT>
- [7] Žilinská univerzita v Žiline. 2011. *Manažment podniku*. 2. vyd. Žilina: EDIS – vydavateľstvo ŽU. 391 s. ISBN 978-80-554-0418-9.

AUTHOR(S) ADDRESS(ES)

Bc. Zuzana Davalová
davalovazuzana@gmail.com
Technical University of Kosice
Faculty of Aeronautics
Rampová 7, 041 21 Kosice

Ing. Alica Tobisová, PhD.
alica.tobisova@tuke.sk
Tel.: 055/6026111
Technical University of Kosice
Faculty of Aeronautics
Rampová 7, 041 21 Kosice