

Advanced Info Service Public Co. Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Advanced Info Service Public Co. 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 Advanced Info Service Public Co. Ltd. and its competitors. This provides our Clients with a clear understanding of Advanced Info Service Public Co. Ltd. position in the Communication Services Industry.

The report contains detailed information about Advanced Info Service Public Co. 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 Advanced Info Service Public Co. 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 Advanced Info Service Public Co. 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 Advanced Info Service Public Co. 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 Advanced Info Service Public Co. Ltd. business.

About Advanced Info Service Public Co. Ltd.

Advanced Info Service Public Co., Ltd., through its subsidiaries, provides mobile phone, international call and call center services, and broadband telecommunication services in Thailand. The company also involves in the sale of mobile phones.

Operations

The company operates a 900-MHz cellular telephone system under a concession granted from TOT Public Company Limited (TOT), trading mobile phones and related accessories, rendering repair services for mobile phones and providing mobile phones for rent. It also operates a Datakit Virtual Circuit Switch under a concession granted from TOT, rendering services for data network communications.

The company also operates a 1800-MHz Cellular Telephone System under concessions granted by CAT Telecom Public Company Limited (CAT) to Total Access Communication Public Company Limited (TAC). It also provides call center service.

The company also provides broadband service under a license from the National



Telecommunications Commission (NTC); distributes electronic cash cards; provides payment services via mobile phone; provides international telephone service under a license from the National Telecommunications Commission (NTC); distributes cellular phones; and provides Internet (ISP) service, Internet gateway and broadband, voice over IP and IP television under a license from the National Telecommunications Commission (NTC).

The company, in November 2008, launched a 3G mobile service on its existing network at two shopping centres in central Bangkok. The company launched a 3G service using HSPA technology in Bangkok. The company launched the same service in the northern province of Chiang Mai in May 2008.

History

Advanced Info Service Public Co., Ltd. was founded in 1986.

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.



Contents

RESEARCH METHODOLOGY

DISCLAIMER

1. ADVANCED INFO SERVICE PUBLIC CO. LTD. COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

2. ADVANCED INFO SERVICE PUBLIC CO. LTD. BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

3. ADVANCED INFO SERVICE PUBLIC CO. LTD. SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

4. ADVANCED INFO SERVICE PUBLIC CO. LTD. FINANCIAL ANALYSIS

- 4.1. Financial Statements
- 4.1.1. Income Statement
- 4.1.2. Balance Sheet
- 4.1.3. Cash Flow
- 4.2. Financial Ratios
- 4.2.1. Profitability
- 4.2.2. Margin Analysis



- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

5. ADVANCED INFO SERVICE PUBLIC CO. LTD. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. Advanced Info Service Public Co. Ltd. Direct Competitors
- 5.2. Comparison of Advanced Info Service Public Co. Ltd. and Direct Competitors Financial Ratios
- 5.3. Comparison of Advanced Info Service Public Co. Ltd. and Direct Competitors Stock Charts
- 5.4. Advanced Info Service Public Co. Ltd. Industry Analysis
- 5.4.1. Communication Services Industry Snapshot
 - 5.4.2. Advanced Info Service Public Co. Ltd. Industry Position Analysis

6. ADVANCED INFO SERVICE PUBLIC CO. LTD. NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

7. ADVANCED INFO SERVICE PUBLIC CO. LTD. EXPERTS REVIEW1

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. ADVANCED INFO SERVICE PUBLIC CO. LTD. ENHANCED SWOT ANALYSIS²

9. THAILAND PESTEL ANALYSIS²

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors



- 9.5. Environmental Factors
- 9.6. Legal Factors

10. ADVANCED INFO SERVICE PUBLIC CO. LTD. IFE, EFE, IE MATRICES²

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

11. ADVANCED INFO SERVICE PUBLIC CO. LTD. PORTER FIVE FORCES ANALYSIS²

12. ADVANCED INFO SERVICE PUBLIC CO. LTD. VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

Advanced Info Service Public Co. Ltd. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit

Profit Margin Chart

Operating Margin Chart

Return on Equity (ROE) Chart

Return on Assets (ROA) Chart

Debt to Equity Chart

Current Ratio Chart

Advanced Info Service Public Co. Ltd. 1-year Stock Charts

Advanced Info Service Public Co. Ltd. 5-year Stock Charts

Advanced Info Service Public Co. Ltd. vs. Main Indexes 1-year Stock Chart

Advanced Info Service Public Co. Ltd. vs. Direct Competitors 1-year Stock Charts

Advanced Info Service Public Co. Ltd. Article Density Chart

The complete financial data is available for publicly traded companies.

^{1 –} Data availability depends on company's security policy.

 $^{2- \\} These \ sections \ are \ available \ only \ when \ you \ purchase \ a \ report \ with \ appropriate \ additional \ types \ of \ analyses.$



List Of Tables

LIST OF TABLES

Advanced Info Service Public Co. Ltd. Key Facts

Profitability

Management Effectiveness

Income Statement Key Figures

Balance Sheet Key Figures

Cash Flow Statement Key Figures

Financial Performance Abbreviation Guide

Advanced Info Service Public Co. Ltd. Key Executives

Advanced Info Service Public Co. Ltd. Major Shareholders

Advanced Info Service Public Co. Ltd. History

Advanced Info Service Public Co. Ltd. Products

Revenues by Segment

Revenues by Region

Advanced Info Service Public Co. Ltd. Offices and Representations

Advanced Info Service Public Co. Ltd. SWOT Analysis

Yearly Income Statement Including Trends

Income Statement Latest 4 Quarters Including Trends

Yearly Balance Sheet Including Trends

Balance Sheet Latest 4 Quarters Including Trends

Yearly Cash Flow Including Trends

Cash Flow Latest 4 Quarters Including Trends

Advanced Info Service Public Co. Ltd. Profitability Ratios

Margin Analysis Ratios

Asset Turnover Ratios

Credit Ratios

Long-Term Solvency Ratios

Financial Ratios Growth Over Prior Year

Advanced Info Service Public Co. Ltd. Capital Market Snapshot

Advanced Info Service Public Co. Ltd. Direct Competitors Key Facts

Direct Competitors Profitability Ratios

Direct Competitors Margin Analysis Ratios

Direct Competitors Asset Turnover Ratios

Direct Competitors Credit Ratios

Direct Competitors Long-Term Solvency Ratios

Communication Services Industry Statistics



Advanced Info Service Public Co. Ltd. Industry Position

Company vs. Industry Income Statement Analysis

Company vs. Industry Balance Sheet Analysis

Company vs. Industry Cash Flow Analysis

Company vs. Industry Ratios Comparison

Advanced Info Service Public Co. Ltd. Consensus Recommendations¹

Analyst Recommendation Summary¹

Price Target Summary¹

Experts Recommendation Trends¹

Revenue Estimates Analysis¹

Earnings Estimates Analysis¹

Historical Surprises¹

Revenue Estimates Trend¹

Earnings Estimates Trend¹

Revenue Revisions¹



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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