

# Blue Financial Services Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/B22D74F74DFBEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: B22D74F74DFBEN

## Abstracts

Blue Financial Services 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 Blue Financial Services and its competitors. This provides our Clients with a clear understanding of Blue Financial Services position in the Industry.

The report contains detailed information about Blue Financial Services 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 Blue Financial Services. 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 Blue Financial Services 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 Blue Financial Services 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 Blue Financial Services business.

## **About Blue Financial Services**

Blue Financial Services Limited, a micro-finance company, provides credit solutions to individuals in Africa. As of February 29, 2008, the company operated 171 branches in South Africa, Botswana, Zambia, Tanzania, Uganda, Malawi, Lesotho, Kenya, and Namibia.

### **Products and Services**

The company's products and services include salary advances, personal loans; incremental housing finance (home Improvement loans); bonded housing finance; pension and provident fund-backed home loans; insurance products; education loans; and SMME finance.

In South Africa, the company offers bonded home loans through Greenstart, a division of Blue Financial Services (South Africa) (Pty) Limited. The company, through agreements with various insurance companies, makes available the following products credit life insurance, funeral cover, life cover, disability, dread disease, income replacement, retirement annuities, education provider, provident fund, group risk, buy and sell agreements, key person assurance, loss of income, commercial lines, and personal lines.

## Subsidiaries

Blue Employee Benefits (Pty) Limited – South Africa: The company's products include salary advances, personal loans, home improvement loans, home loans, education loans, cellular products, debt consolidation loans, and insurance products. As of February 29, 2008, it had 80 branches. Its competitors include African Bank, Capitec Bank, Real People, and Credit-U.

Blue Employee Benefits (Pty) Limited – Botswana: The company's products include salary advances, term loans, home improvement loans, and educational loans. As of February 29, 2008, it had 12 branches. Its competitors include Letshego, Pendrich, and First Fund.

Blue Financial Services Zambia Limited – Zambia: The company's products include salary advances, term loans, funeral products, consolidation loans, and educational loans. As of February 29, 2008, it had 12 branches. Its competitors include Bayport, Microfin, Capital Solutions (Madison Insurance), and Letshego.

Blue Financial Services Limited – Tanzania: The company's products include term loans and educational loans. As of February 29, 2008, it had 11 branches. Its competitors include Instant Credit; Faidika; Tunakopesha; Bayport; Easy Finance; Platinum Credit; Barclays Bank; National Bank of Commerce; and National Microfinance Bank.

Blue Employee Benefits Limited – Uganda: The company's products include consolidation loans, salary advances, term loans, educational loans, home improvement, and home loans. As of February 29, 2008, it had 7 branches and 9 satellite branches.

Blue Employee Benefits Limited – Malawi: The company's products include personal loans, consolidation loans, and education loans. As of February 29, 2008, it had 5 branches. Its competitors include Greenwing Capital and Izwe Financial.

Makhulong Multi Finance (Pty) Limited – Lesotho trading as Blue Lesotho: The company's products include term loans (up to 36 months), home improvement loans, salary advances, and insurance (specifically funeral cover). As of February 29, 2008, it had 4 branches. Its competitors include Select Management Services; Eduloan; and Sechata.

Blue Limited – Kenya: The company's products include salary advances, term loans, and emergency loans. As of February 29, 2008, it had 13 branches. Its competitors include Real Pay and Equity Bank.

Bonus Finance Namibia (Pty) Limited trading as Blue Financial Services Namibia: The company's products include term loans and salary advances. As of February 29, 2008, it had 15 branches. Its competitors include Namic, Nedloans, and ECB.

## History

Blue Financial Services Limited was incorporated in 1996.

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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2 – These sections are available only when you purchase a report with appropriate additional types of analyses.  
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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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