

# Creative Technology Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Creative Technology 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 Creative Technology Ltd. and its competitors. This provides our Clients with a clear understanding of Creative Technology Ltd. position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about Creative Technology 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 Creative Technology 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 Creative Technology 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 Creative Technology 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 Creative Technology Ltd. business.

## **About Creative Technology Ltd.**

Creative Technology, Ltd. provides digital entertainment products and products for PCs. Its products include digital media players and other products used in various solutions for entertainment, education, music, Internet applications and services and productivity tools markets. The company markets its products to consumers and system integrators, with worldwide distribution through traditional marketing channels, original equipment manufacturers (OEMs) and the Internet.

### **Products**

#### **Personal Digital Entertainment Products**

**Portable Digital Entertainment Players:** The company offers various portable digital audio and video players. Its digital audio players include the ZEN and MuVo line of products, such as the Creative ZEN X-Fi, Creative ZEN Mozaic, and Creative MuVo T200. The Creative ZEN Mozaic sports a mosaic keypad, a 1.8 inch LCD screen, and a built-in speaker. The Creative MuVo T200 comes with a built-in USB connector for easy file transfers and a screen for content navigation and date and time display.

**Video Conferencing:** The inPerson is designed to ensure a connection via Wi-Fi or LAN connection. It is equipped with a built-in speaker, dual microphones with integrated acoustic echo cancellation technology for crystal clear voice quality.

**Web Cameras:** The company offers a line of desktop and notebook Webcams. The Creative Live! Cam Optia AF does not require installation of drivers and offers auto focus technology and a true 2.0 megapixel CMOS sensor. The ultra portable Live! Cam Notebook Ultra has an ultra wide-angle precision lens and offers full motion 30fps digital video streams.

**Pocket Video Cams:** The Creative Vado is a pocket video cam that has a 2 inches LCD screen, a video resolution of up to 640 x 480 pixels, and allows uploading and sharing of videos.

## Audio Products

The company's sound card, the Sound Blaster X-Fi series of sound cards, includes the PCI Express Sound Blaster X-Fi Titanium Fatal1ty Champion Series sound card. The PCI Express Sound Blaster X-Fi Titanium Fatal1ty Champion Series sound card is the company's sound card and features digital-to-analog converters, a selection of connectivity for audio creation, 24-bit Crystalizer, X-Fi CMSS-3D, and X-Fi CMSS-3D Headphone Expander technologies. The 24-bit Crystalizer technology improves music to 24-bit quality, enabling MP3s, CDs, games and other sources to sound better. The Creative X-Fi Go! is a USB-powered external audio device that offers X-Fi Xtreme Fidelity audio technology.

## Speakers/Headphones

**Speakers:** The company offers a range of satellite and subwoofer speaker and docking systems for the PC and portable media players. PC models include the Creative GigaWorks T40 Series II and Creative GigaWorks T20 Series II two-piece speaker systems, and the Creative GigaWorks T3 speaker system, a 2.1 speaker system. Portable speaker systems include the TravelSound ZEN X-Fi and TravelSound ZEN Mosaic for use with the Creative ZEN X-Fi and Creative ZEN Mozaic digital media players respectively.

**Headphones and Headsets:** The company offers a range of headphones and headsets, including noise-canceling headphones and wireless headphones and headsets for music, home entertainment, gaming and professional or studio purposes. The Aurvana

Live! offers driver technology with pro-quality acoustic tuning, and the Aurvana X-Fi are the world's first noise-canceling headphones to feature X-Fi Xtreme Fidelity audio technologies.

## Sales and Marketing

The company distributes its products in North America predominantly through Creative Labs, its wholly-owned subsidiary in the United States. The distribution of products in Europe is carried out principally through Creative Labs Ireland, a wholly-owned European subsidiary located in Dublin, Ireland. The company also utilizes wholly owned sales and marketing agencies in certain European countries, including: the United Kingdom, France, Germany, Russia, Denmark, Sweden, Italy and Poland. In Asia, the company distributes its products through its headquarters in Singapore and its sales offices and subsidiaries in Australia, China, Hong Kong, Japan, Malaysia, Taiwan and the United Arab Emirates.

## Significant Events

The company has teamed up with THX to bring the audio experience of the big screen onto PCs and notebooks. The two companies intend to co-develop a range of audio solutions targeted at PC manufacturers.

## Competitors

The company's competitors include: for portable audio and video player products: Apple Computer, Archos Technology, Epson, i-River, Logitech, Memorex, Microsoft, Panasonic, Philips, RCA, Thompson, Samsung, SanDisk, Sony, and Toshiba; for audio products, including sound blaster boards and chipsets: Analog Devices, ASUS, Diamond, Intel, M-Audio, RAZER, SigmaTel, Terratec, VIA Technologies, C-Media, Realtek, and Toshiba; in the speaker market: Altec Lansing, Bose, Cyber Acoustics, Edifier, Harmon Multimedia/JBL, iHome, Klipsch, Logitech/Labtec, Philips, and SONY; in the Webcam market: Logitech, Microsoft, and Philips; in the headphone market: Apple, Bose, Etymotic, Logitech, Ultimate Ears, Panasonic, Plantronics, Sennheiser, Sony, and Shure Toshiba; and in the video conferencing market: Polycom, Tandberg, Lifesize, Cisco, and Internet video enabled VOIP solutions from Skype, Microsoft, AOL, and Yahoo.

## History

Creative Technology, Ltd. was founded in 1981.

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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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.  
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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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