

# Melbourne IT Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Melbourne IT 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 Melbourne IT Ltd. and its competitors. This provides our Clients with a clear understanding of Melbourne IT Ltd. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Melbourne IT 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 Melbourne IT 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 Melbourne IT 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 Melbourne IT 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 Melbourne IT Ltd. business.

## **About Melbourne IT Ltd.**

Melbourne IT Ltd. provides domain name registrations and related online business solutions. The company manages approximately 6 million domain names and is a domain name registrar which supplies approximately 40 different domain name types to customers.

### **Divisions**

#### **Business & Consumer Division**

Business & Consumer division is a provider of online products and services to small and medium businesses (SMBs) in Australia and New Zealand. This division provides a range of products and advice to its approximately 350,000 customers. Traffic to Business & Consumer's was approximately 3.5 million visitors in 2008. This included melbourneit.com.au, webcentral.com.au, domainz.net.nz, registerfree.com and successbox.com.au.

The company launched new Search Engine Optimisation products. It partnered with a B2B e-commerce company Alibaba.com and introduced a new WebAsia bundle, providing customers with a range of online tools and advice for expanding their

businesses into Asia. The division is represented by a range of brands, including Melbourne IT, WebCentral, Domainz and RegisterFree. These brands offer a suite of products within the SMB space in Australia and New Zealand.

### Corporate & Government Division

Corporate & Government division is a provider of hosting solutions for corporate, government and enterprise clients. Corporate & Government works with its clients to deliver tangible business applications without the need for technology decisions, with a focus on solutions that solve business problems.

In October 2008, Corporate & Government launched the MiCloud SaaS Partner Program, in collaboration with Microsoft. This program has been introduced to support the development and growth of the Software as a Service (SaaS) industry in Australia.

The company, during the year 2008, participated in Microsoft's Software + Services Incubator program, which offers independent software vendors and start-up organizations access to a range of products, services and promotional offers from member companies designed to support the growth of their business in the Asia Pacific region.

### For.the.record Division

The division sold approximately 2,700 solutions and support to clients in 2008, including the Los Angeles Superior Courts, UK County Courts, Courts of British Columbia, Courts of Abu Dhabi and the Republic of Ireland. For The Record division provides approximately 22,500 digital recording solutions for judicial and government venues in approximately 45 countries. This division provides solutions that capture, index, access and manage digital audio and video recordings.

### Partner Solutions Division

The company's Partner Solutions division has partnerships with approximately 3,000 resellers worldwide including companies such as Yahoo! and Microsoft. It provides its resellers with access to a domain registry and management system, as well as an array of online products and services.

### Significant Events

The company, in May 2008, acquired VeriSign Inc's global Digital Brand Management Services (DBMS) business. The VeriSign DBMS business has been integrated with Melbourne IT's existing Corporate Brand Services division to form Melbourne IT DBS.

The company, in May 2008, and Fairfax Digital launched a joint venture called Advantate, a company focused on providing the SME market in Australia and New Zealand access to search engine marketing services. Advantate provides SMBs with a single point of access to search engine marketing services from a range of providers including Google, Yahoo Search Marketing, Ninemsn and Fairfax Digital networks.

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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