

American Telecom Services Inc Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

American Telecom Services Inc 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 American Telecom Services Inc and its competitors. This provides our Clients with a clear understanding of American Telecom Services Inc position in the Industry.

The report contains detailed information about American Telecom Services Inc 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 American Telecom Services Inc. 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 American Telecom Services Inc 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 American Telecom Services Inc 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 American Telecom Services Inc business.

About American Telecom Services Inc

American Telecom Services, Inc. engages in the design, distribution and marketing of product bundles that include multi-handset phones and telecommunication services for sale through retail channels.

The company sells its phone/service bundles through major retailers under its 'American Telecom', 'ATS', 'Pay N' Talk' or 'Digital Clear' brand names. Its telecom platform is designed to enable access to the communications services provided by its strategic partners.

Phones and Services

VoIP Offering

The company's broadband phone/service bundle provides customers with a multi-handset, plug-and-play, broadband phone, a phone number and VoIP-based communications services, including inbound and outbound local calling service, long distance service, improved 911 emergency calling (which routes calls directly to emergency operators along with caller address information and automatic phone number identification) and other standard and services.

The company's VoIP services in the United States are provided by SunRocket. SunRocket is a VoIP communications service provider founded by former executives of MCI, Inc.

The company's VoIP services in the United States would be provided by SunRocket. SunRocket is a VoIP communications service provider.

Prepaid Long-Distance Offering

The company's phones that are bundled with long distance service are marketed in the United States under the brand 'Pay N' Talk.' Prepaid long distance service on the phones is accessible, on demand, with the press of the LDS (Long Distance Service) auto-key on the handset dial pad.

Under the company's agreement with IDT, prepaid long distance service is offered to its customers at a rate of 3.9 cents per minute for domestic calls, inclusive of fees and taxes. Through IDT, the company's customers are able to purchase a specified number of minutes or create an automatic recharge account by which additional minutes are added whenever their account balance falls below pre-set limits.

Services

The company has worked with SunRocket to develop new rate plans for VoIP service and improve their service offering and capability to service its customers.

The company has similarly worked with IDT to design its Pay N' Talk prepaid long distance phone/service bundles. An important part of this joint effort was the development of a rate plan for the company's customers that offered a value proposition when bundled with its phones. The company and IDT have taken IDT's key expertise in customer service and back office services, and IDT's low long distance and international calling rates, and used them as the foundation for the Pay N' Talk offering.

Strategic Service Providers

The company's strategic partners include SunRocket, Inc., engages in the provision of VoIP services, for its VoIP service offering; and IDT Corporation, a communications carrier, for its prepaid long distance service offering.

Customers

The company sells its phone/service bundles to retailers in the categories, including - Office superstores; Electronics stores; Drugstore chains; Do-it-yourself retailers; Mass retailers and department stores; Internet-based retail distribution outlets; Live shopping networks; and direct marketers. It has obtained approved vendor status from retailers such as Staples, Brooks/Eckerd, Target.com, Sears, OfficeDepot, Staples, QVC and Tiger Direct. The company's customers include Staples, CVS, Target, Brooks/Eckerd, Sears, QVC and Tiger Direct.

Competition

The company's competitors include AT&T, MCI Sprint, and Vonage.

History

American Telecom Services, Inc. was incorporated in 2003.

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?

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