

AskMeNow, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

AskMeNow, 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 AskMeNow, Inc. and its competitors. This provides our Clients with a clear understanding of AskMeNow, Inc. position in the Industry.

The report contains detailed information about AskMeNow, 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 AskMeNow, 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 AskMeNow, 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 AskMeNow, 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 AskMeNow, Inc. business.

About AskMeNow, Inc.

AskMeNow Inc., through its subsidiary, InfoByPhone, Inc., provides users with access to information on mobile cellular devices in the United States and Canada. The company offers information services and content through its AskMeNow service to mobile devices.

Products and Services

AskMeNow Alerts

The company has developed an information alert service that enables users to receive content that they would like without having to submit a question to AskMeNow. This service is operating with a selection of its content partners and provides a daily push of automated content. Users could select from a range of information based on their personal interests, preferences, and availability from its content partners, and have content sent directly to their device at pre-arranged times.

AskMeNow Enterprise

Utilizing licensed software from Expert System, the company offers an AskMeNow

enterprise solution that enables telecommunications companies to automate access to customer service data using a natural language query system.

ConTEXTual Marketing / Ad Services

AskMeNow Ad Services offers marketers and advertisers a platform for messaging customers. Its customers are mobile; messages are targeted and reach users while on the go. The company offers advertisers and marketers various ways to ConTEXTually Market through the AskMeNow Ad Services.

Brand Texting - Corporate or product brand names can be positioned for awareness on a cost per message basis and sent to targeted users.

Vertical Texting - Advertisers can bid on keywords and information categories (verticals) so that their product or service can be marketed exclusively to users who ask questions that concern their desired vertical, and use particular keywords. Vertical texting is the third screen equivalent of paid search and allows marketers to relay their brand's message directly to those interested in their vertical.

Performance Texting - Pay per performance (inquiry) based program - text messaging targeted users with message to contact advertiser.

Coupon Texting - Electronic coupons text messaged back to users and redeemable at a given location. They could be sent to individualized users at time of decision and point of purchase.

Sales and Marketing

The company has relationships with carriers, handset manufacturers, resellers, and content providers in North America.

Canadian Carriers: The company has a contract with the major Canadian carrier, Rogers Wireless, and in the proposal stage with two of the carriers in Canada. Rogers Wireless has launched its product as an application for Blackberry devices.

U.S. Carriers: The company has a distribution agreement with Alltel Wireless, a cellular carrier with approximately 10 million users.

Handango: The company has distributor relationship with Handango, an online reseller

of applications for mobile devices. Handango sold its application to approximately 1,000 customers.

Strategic Alliances

The company has the following strategic relationships: Custom Weather, Sports Network, Maps.com, W3Data for 411 information, Hotels.com, StubHub.com, FlyteComm.com, Cinema-Source.com, Shopping.com, Astrology.com, Distributive Networks, Reuters, Mobile Streams, and Baseball-Reference.com.

Competition

The company's competitors include OnStar, telephone-carrier supported 411, Yahoo, Google, 4INFO, and Jump Tap.

History

AskMeNow Inc. was founded in 2004.

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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