

Bigstring Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/B81FF53B675BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: B81FF53B675BEN

Abstracts

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

The report contains detailed information about Bigstring Corp. 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 Bigstring Corp.. 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 Bigstring Corp. 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 Bigstring Corp. 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 Bigstring Corp. business.

About Bigstring Corp.

BigString Corporation, through its subsidiary BigString Interactive, Inc., develops technologies related to interactive Web portals.

Products and Services

The company offers a Web-based, POP3/IMAP server, email service solution. Its patented technology provides a user with the ability to manage and control content sent by email. The user's email executes through the BigString server but such execution is transparent to the sender and recipients of the email. The user of the BigString email service and products can transparently edit, recall, cancel, and erase the email, as well as insert or delete attachments, even after the email has been sent out and opened.

The company's email service provides advanced spam filters, virus protection and large-storage, Web-based email accounts with features similar to those offered by AOL, Yahoo, Hotmail, Google, Verizon, and Comcast. Its email service offers erasable, recallable and self destroying applications, non-printable and non-forwardable emails, set time or number of views (including 'view-once') and masquerading to protect the sender's privacy and security. It also allows a sender to view tracking reports that indicate when emails were opened by the recipient, and how many times they were

viewed. Senders can add, change and/or delete attachments before or after a recipient opened the email. In addition, it allows senders to direct emails to disintegrate in front of their recipient's eyes and allows senders to create, save and send self-destructing video email.

The company offers its consumer, business, and enterprise customers the following packages:

BigString Free Email provides the features of the company's email service, includes unlimited GB email storage and permits the user to send unlimited emails per month. It is accessed by the user through the Web as Web-based email, or webmail, and each user is given one address. Individuals can sign up for multiple 'disposable' accounts. Wizards help users import previously saved contacts. To personalize their email, users can create an alias, create their own font, add signatures, add pictures to both their profile and their contacts' profiles, create multiple expire messages, and create custom templates with editable fields and then access the saved templates to save time while composing messages.

BigString Premium Email offers the features of the BigString Free Email account, plus vanity domains (yourname@yourdomain.com), POP3 access using any email client (such as Microsoft Outlook), 30 minute video email and reduced banner advertising.

BigString Business Email offers the features of the BigString Premium account, plus 10 email accounts, global filter notification and advanced email management. Small and medium sized businesses can customize the number of additional addresses for an additional fee.

BigString Mobile Email provides access to a user's email account from the iPhone and other next-generation wireless devices.

BigString Private Label Email offers Web publishers and content sites the company's hosted email platform as a value-added service for their member, and helps generate incremental traffic and page views.

BigString Email Hosting offers enterprise level firms the features of BigString Private Label Email, in a licensed package which can be customized to integrate with the firms' messaging, networking and video applications.

BigString Exploding Messages & Pictures offers social networking members integrated

self-destructing messaging applications through their social network.

BigString Exploding Video offers social networking members integrated self-destructing video applications through their social network.

BigString Cross-Platform, Self-Destructing IM provides users with both regular and self-destructing, instant messaging options on a cross-platform application across AOL's AIM, Yahoo's Messenger, MSN's Messenger, and Google's Gtalk.

BigString Self-Destructing SMS Text Messaging provides users SMS text messages that self-destruct after a specified time frame for use on mobile devices, such as the BlackBerry phone.

Interactive Entertainment Portal

The company has launched a new interactive entertainment portal built around its recallable, erasable, and self-destructing email platform. Its entertainment portal contains streaming audio and video programming.

The company also has acquired DailyLOL, a viral video Web site that provides humorous videos, games and pictures; and Buddystumbler.com, an IM-based social network that allows users to meet people via free online chats on AOL AIM, Yahoo Messenger, MSN Messenger, and Google Talk.

In March 2009, the company launched PeopleString, an incentive-based social network that pays users to receive regular direct mail, as well as for performing a host of Internet activities.

Geographical Markets

The company's major markets include the United States, the United Kingdom, Canada, Peru, Mexico, India, Columbia, Australia, Brazil, and Germany.

History

The company was founded in 2003 under the name Recall Mail Corporation and changed its name to BigString Corporation in 2005.

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.
The complete financial data is available for publicly traded companies.

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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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