

Brampton Crest International, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Brampton Crest International, 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 Brampton Crest International, Inc. and its competitors. This provides our Clients with a clear understanding of Brampton Crest International, Inc. position in the [Communication Services](#) Industry.

The report contains detailed information about Brampton Crest International, 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 Brampton Crest International, 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 Brampton Crest International, 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 Brampton Crest International, 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 Brampton Crest International, Inc. business.

About Brampton Crest International, Inc.

Brampton Crest International, Inc., through its subsidiary, America's Emergency Network, Inc. (AEN), engages in aggregating and distributing critical video information from emergency operations centers and other government entities to the general public, the media, and other disaster agencies.

AEN developed a technology and built a network to distribute emergency information from emergency operation centers, municipalities, and other government entities to the general public, the media, first responders, and other government agencies. It is designed to be the communications system that emergency managers use when urgent information needs to be dispensed, thus filling critical voids in the nation's emergency communications system.

AEN links emergency operations centers (EOCs) in state capitals, cities, towns, counties, school boards, and other government entities with the general public, media outlets, and other government agencies. Its satellite-based system is designed to send video feeds of news briefings by emergency officials to users. The satellite-based system is designed to operate before and after disasters, even when telephone, cell phone, and terrestrial Internet systems have failed. In addition, during short-fuse

emergencies, such as tanker accidents and bio-hazards, it is designed to provide an instant communications link directly to subscribing media outlets.

AEN hardware has been installed in 10 governmental agencies in Florida, including the National Hurricane Center in Miami. During Tropical Storm Fay and Hurricanes Gustav, Hanna, and Ike in 2008, and Hurricane Ida in 2009, governmental personnel used AEN to broadcast live briefings on the storms. These broadcasts included storm forecasts, evacuation plans, school closings, shelter locations, and other critical information. Important localized information was carried live by the Weather Channel Website (weather.com), the Miami Herald (www.miamiherald.com), and approximately 90 other sites in 2009.

Strategic Alliance

Peacock Productions: The company has signed a strategic agreement with Peacock Productions, a division of NBC News, which in turn is a division of NBC Universal, Inc., pursuant to which the company is to provide to Peacock its expertise and experience on engineering and meteorological issues. In return, the company is provided with an opportunity to actively explore new potential uses and deployments of its network with various brands, including the Weather Channel.

Hughes Network Systems, LLC: The company has a contract with Hughes Network Systems, LLC (HNS) to provide IP satellite services. This satellite provides a high-bandwidth channel so video feeds would be distributed from remote locations to media Websites and television outlets. Broadcast-ready would be sent from any location through an IP feed over SPACEWAY3. The strategic relationship with HNS permits the AEN design to provide the benefits associated with the reliability of satellite communication and transmission and broadcast-ready feeds.

VBrick Systems: The company has developed a close and ongoing relationship with VBrick Systems, Inc., the live online networked video solutions. VBrick provides equipment possessing the design, specifications, and capabilities necessary for emergency communications. Specifically, VBrick provides the company with the encoders necessary to convert analog video and audio into streams that can be then reliably distributed through its distribution network.

Weather Channel/NBC: In 2009, the Weather Channel carried AEN Network feeds on its Website (weather.com).

Weather Decisions Technologies (WDT): WDT places high-value video content on media Websites and markets its government-agency live video feeds nationally.

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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