

# **Brasil Telecom S.A. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

Brasil Telecom S.A. 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 Brasil Telecom S.A. and its competitors. This provides our Clients with a clear understanding of Brasil Telecom S.A. position in the [Communication Services](#) Industry.

The report contains detailed information about Brasil Telecom S.A. 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 Brasil Telecom S.A.. 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 Brasil Telecom S.A. 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 Brasil Telecom S.A. 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 Brasil Telecom S.A. business.

## **About Brasil Telecom S.A.**

Brasil Telecom S.A. provides telecommunications service in Brazil. The company offers a range of integrated telecommunications services that includes fixed-line and mobile telecommunications services, data transmission services (including broadband access services), Internet service provider services, and other services for residential customers, small, medium and large companies, and governmental agencies.

### **Services**

The company's telecommunications services consist of: local fixed-line services, including installation, monthly subscription, metered services, collect calls, and supplemental local services; domestic long-distance services and international long-distance services placed through fixed-line and mobile telephones using its long-distance carrier selection code; mobile telecommunications services utilizing 2G and 3G technology; data transmission services, such as asymmetric digital subscriber line (ADSL) services, the lease of digital and analog lines to other telecommunications services providers, Internet service providers (ISPs), and corporate customers, IP solutions, and other data transmission services; usage of its network to complete calls initiated by customers of other telecommunications services providers (interconnection services) or by service providers that do not have the necessary network; traffic

transportation services; public telephone services; value-added services which include voicemail, caller ID, directory assistance and other services; advanced voice services to corporate customers, such as 0800 (toll free) services; and the operation of the iG Internet portal.

### Local Fixed-Line Services

As of December 31, 2009, the company had approximately 7.7 million local fixed-line customers. Local fixed-line services include installation, monthly subscription, metered services, collect calls and supplemental local services. Metered services include local calls that originate and terminate within a single local area.

Under its concession agreements, the company offers two local fixed-line plans to users: the Basic Plan per Minute (Plano Básico de Minutos) and the Mandatory Alternative Service Plan (Plano Alternativo de Serviços de Oferta Obrigatória), each of which includes installation charges, monthly subscription charges, and charges for local minutes. In addition to the Basic Plan per Minute and the Mandatory Alternative Service Plan, the company offers various alternative fixed-line plans that are designed to meet its customers' usage profiles. In 2009, the company launched a new portfolio of alternative fixed-line plans under the Oi brand.

The company offers voice and internet plans which permit subscribers to purchase a fixed number of local minutes per month for calls to fixed-line telephones and for use to establish dial-up internet connections; voice-only plans which permit subscribers to purchase a fixed number of local minutes per month for calls to fixed-line telephones; and budget plans which permit subscribers to purchase a fixed number of local minutes, either on a pre-paid basis or a monthly basis, but restrict local calls after the purchased minutes have been consumed and require the purchase of a pre-paid card to make long-distance calls or calls to mobile handsets, such as its 'Oi Fixo Controle' and 'Oi Fixo Economia' plans. Local fixed-line services also include in-dialing services (direct transmission of external calls to extensions) for corporate clients.

### Long-Distance Services

#### Fixed Line-to-Fixed Line

The company provides domestic long-distance services for calls through interconnection agreements, mainly with Telemar Norte Leste S.A. (Telemar) and Telecomunicações de São Paulo S.A. (Telesp) that permit it to interconnect directly with

their local fixed-line networks, and through its network facilities in São Paulo, Rio de Janeiro, and Belo Horizonte. The company provides international long-distance services through agreements to interconnect its network with those of the main telecommunications service providers worldwide.

### Mobile Long-Distance

The company provides mobile long-distance services originating through interconnection agreements with

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.

## Contents

### RESEARCH METHODOLOGY

### DISCLAIMER

## **1. BRASIL TELECOM S.A. COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

## **2. BRASIL TELECOM S.A. BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

## **3. BRASIL TELECOM S.A. SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

## **4. BRASIL TELECOM S.A. FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. BRASIL TELECOM S.A. COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Brasil Telecom S.A. Direct Competitors
- 5.2. Comparison of Brasil Telecom S.A. and Direct Competitors Financial Ratios
- 5.3. Comparison of Brasil Telecom S.A. and Direct Competitors Stock Charts
- 5.4. Brasil Telecom S.A. Industry Analysis
  - 5.4.1. Communication Services Industry Snapshot
  - 5.4.2. Brasil Telecom S.A. Industry Position Analysis

## **6. BRASIL TELECOM S.A. NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. BRASIL TELECOM S.A. EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. BRASIL TELECOM S.A. ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. BRAZIL PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

## **10. BRASIL TELECOM S.A. IFE, EFE, IE MATRICES<sup>2</sup>**

10.1. Internal Factor Evaluation Matrix

10.2. External Factor Evaluation Matrix

10.3. Internal External Matrix

## **11. BRASIL TELECOM S.A. PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. BRASIL TELECOM S.A. VRIO ANALYSIS<sup>2</sup>**

## **APPENDIX: RATIO DEFINITIONS**

## **LIST OF FIGURES**

Brasil Telecom S.A. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit

Profit Margin Chart

Operating Margin Chart

Return on Equity (ROE) Chart

Return on Assets (ROA) Chart

Debt to Equity Chart

Current Ratio Chart

Brasil Telecom S.A. 1-year Stock Charts

Brasil Telecom S.A. 5-year Stock Charts

Brasil Telecom S.A. vs. Main Indexes 1-year Stock Chart

Brasil Telecom S.A. vs. Direct Competitors 1-year Stock Charts

Brasil Telecom S.A. Article Density Chart

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.

## List Of Tables

### LIST OF TABLES

Brasil Telecom S.A. Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Brasil Telecom S.A. Key Executives  
Brasil Telecom S.A. Major Shareholders  
Brasil Telecom S.A. History  
Brasil Telecom S.A. Products  
Revenues by Segment  
Revenues by Region  
Brasil Telecom S.A. Offices and Representations  
Brasil Telecom S.A. SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
Brasil Telecom S.A. Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Brasil Telecom S.A. Capital Market Snapshot  
Brasil Telecom S.A. Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Communication Services Industry Statistics

Brasil Telecom S.A. Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
Brasil Telecom S.A. Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## 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 3×3 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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