

# **Brazilian Diamonds Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

Brazilian Diamonds Ltd. 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 Brazilian Diamonds Ltd. and its competitors. This provides our Clients with a clear understanding of Brazilian Diamonds Ltd. position in the Industry.

The report contains detailed information about Brazilian Diamonds Ltd. 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 Brazilian Diamonds Ltd.. 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 Brazilian Diamonds Ltd. 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 Brazilian Diamonds Ltd. 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 Brazilian Diamonds Ltd. business.

### **About Brazilian Diamonds Ltd.**

Brazilian Diamonds Limited, a development stage resource company, engages in the acquisition, exploration, and development of kimberlite and alluvial diamond properties in Brazil.

The company has approximately 100,000 hectares of alluvial and kimberlite exploration properties in the Paranaíba and Santo Antonio do Bonito River Basins and the Patos de Minas region, as well as approximately 115,000 hectares of prospective exploration properties in the Serra da Canastra Kimberlite Province, including the advanced stage diamondiferous Canastra 1 kimberlite pipe.

As of December 31, 2007, the company's diamond drilling and sampling activities were focused on the Regis and Salvador 1 projects which are being prioritized for further evaluation.

### **Subsidiaries**

The company's wholly owned subsidiaries include BSG Investments Inc. (BSGI) and its subsidiaries; Canastra Investments Holdings Inc.; Mineração do Sul Ltda; Parimá Mineração Ltda; and Game Creek Company Ltd. and its subsidiaries, principally Samsul

Mineração Ltda. (Samsul) and Cobre Sul Mineração Ltda.

Diamond properties

The company focuses its exploration activities on its diamond properties with in Minas Gerais and Bahia States, Brazil.

Coromandel Region

Santo Antônio do Bonito River

The company, through its wholly owned subsidiary, Cobre Sul, owns various mineral claims covering both the headwaters and the main drainage valley of the river.

Santo Antônio do Bonito Alluvial Diamond Mining Joint Venture

The company, in 2004, signed an agreement with Companhia Mineradora de Minas Gerais (CODEMIG) and Mineração Rio Novo Ltda (MRN), a wholly owned subsidiary of Andrade Gutierrez SA, to form a joint venture to investigate the potential for commercial exploitation of the alluvial diamond deposits with in the Santo Antônio do Bonito Valley.

Patos de Minas Region

The company, in 2003, acquired Parimá Mineração Ltda. (Parima). Through the acquisition of Parima, the company took possession of office and laboratory facilities, kimberlite geophysical and sampling databases and exploration licenses over properties in proximity to the company's license portfolio in the Santo Antônio do Bonito and Abaeté Valleys.

Serra da Canastra Region

The company, in 2002, acquired all of the issued and outstanding shares of De Beers Brasil Ltda.'s (De Beers), wholly owned Brazilian subsidiary, Mineração do Sul Ltda (Mineração). Mineração's primary assets are the Canastra 1 kimberlite pipe and mineral licenses with in the Serra da Canastra Region. The issue of permits to commence trial mining of the Canastra 1 pipe has been delayed until a dispute surrounding a possible extension of the nearby Serra da Canastra National Park boundary is resolved.

Salvador 1

The company, in September 2006, through its wholly owned subsidiary, Game Creek Company Ltd. (Game Creek), acquired the Chapada Diamantina Kimberlite Project data sets and mineral rights in the State of Bahia from De Beers Brazil Ltda. 17 licenses totaling 28,087.45 hectares cover the entire Salvador Kimberlite Cluster (3 kimberlite intrusives) and two bodies with in the Conquista Cluster.

### Data Sets

The company, in May 2005, through its wholly owned subsidiary, Game Creek, entered into an agreement with De Beers to purchase a data set for the Maravilha Region of the State of Minas Gerais, Brazil.

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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