

Cellcom Israel Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Cellcom Israel 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 Cellcom Israel Ltd. and its competitors. This provides our Clients with a clear understanding of Cellcom Israel Ltd. position in the [Communication Services](#) Industry.

The report contains detailed information about Cellcom Israel 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 Cellcom Israel 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 Cellcom Israel 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 Cellcom Israel 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 Cellcom Israel Ltd. business.

About Cellcom Israel Ltd.

Cellcom Israel Ltd. provides cellular communications services in Israel. The company's services include basic and advanced cellular telephone services, text and multimedia messaging services, and cellular content and data services.

The company offers its subscribers handsets from various global manufacturers, as well as warranty and repair and replacement services to handsets that the company offers. It also offers landline transmission and data services to business customers and telecommunications operators. As of December 31, 2009, the company provided services to approximately 3.292 million subscribers in Israel. It also offers international roaming services in 177 countries.

Services and Products

The company's services include basic cellular telephony services, value-added services, and handset sales.

Basic cellular telephony services

The company's principal service is basic cellular telephony. The basic cellular services

include voice mail, cellular fax, call waiting, call forwarding, caller identification, conference calling, Talk 2 (two handsets sharing the same number, thus allowing its subscribers to own both a handset and a car phone), additional number service (enables its subscribers to add a second phone number to their handset), and collect call service (a self-developed service protected by its the U.S. patent).

The company also offers both an outbound roaming service to its subscribers when traveling outside of Israel and an inbound roaming to visitors to Israel who can roam into its network. Roaming allows cellular subscribers, while using their own cell phone number (and handset, in most cases) and being billed by their provider, to place and receive calls and text messages while in the coverage area of a network to which they do not subscribe. As of December 31, 2009, the company had commercial roaming relationships with 552 operators in 177 countries based on the standard agreements of the GSM organization (an umbrella organization in which all the cellular operators operating with GSM technology are members). In addition, as of December 31, 2009, the company had 3G roaming arrangements with 171 of these operators, enabling its 3G roamers to participate in video calls and use high-speed data, video, and audio content services in 79 countries.

Value-added services: In addition to basic cellular telephony services, the company offers value-added services. The principal advanced value-added services that the company offers are:

Cellcom Media: This mobile content initiative, which expands its Cellcom Volume music-related marketing initiative onto additional content formats, is focused on providing a downloadable content consisting of music, games, on-net-reality programs, drama series, video games and other content services through its cellular music portal and Internet site, and also on promoting Israeli content and the use of the handset as a mobile media center.

SMS and MMS services: Its messaging services enable subscribers to send and receive text (SMS), photos, multimedia and animation (MMS) messages. Additional applications enable its subscribers to send SMS messages to various handsets simultaneously.

Access to third party application providers: The company provides its subscribers with access to certain services offered by third party application providers. These services include a service that allows subscribers to receive notification of roadway speed detectors in their vicinity; a service (using a cellular modem) that provides a system for

the management of vehicle fleets and a service that enables subscribers to remotely manage and operate time clocks and various controllers for industrial, agricultural, and commercial purposes.

Video calls: This service enables its 3G users, using 3G handsets, to communicate with each other through video applications.

Zone services: This service provides discounts on airtime for calls initiated from a specific location, such as a university campus. The company's network identifies the location from which the call is initiated to apply the discounted rate on the call.

Location-based services: The company offers location-b

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. CELLCOM ISRAEL LTD. 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. CELLCOM ISRAEL LTD. 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. CELLCOM ISRAEL LTD. SWOT ANALYSIS

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

4. CELLCOM ISRAEL LTD. 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. CELLCOM ISRAEL LTD. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. Cellcom Israel Ltd. Direct Competitors
- 5.2. Comparison of Cellcom Israel Ltd. and Direct Competitors Financial Ratios
- 5.3. Comparison of Cellcom Israel Ltd. and Direct Competitors Stock Charts
- 5.4. Cellcom Israel Ltd. Industry Analysis
 - 5.4.1. Communication Services Industry Snapshot
 - 5.4.2. Cellcom Israel Ltd. Industry Position Analysis

6. CELLCOM ISRAEL LTD. NEWS & EVENTS

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

7. CELLCOM ISRAEL LTD. EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. CELLCOM ISRAEL LTD. ENHANCED SWOT ANALYSIS²

9. ISRAEL PESTEL ANALYSIS²

- 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. CELLCOM ISRAEL LTD. IFE, EFE, IE MATRICES²

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

11. CELLCOM ISRAEL LTD. PORTER FIVE FORCES ANALYSIS²

12. CELLCOM ISRAEL LTD. VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

Cellcom Israel Ltd. 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
Cellcom Israel Ltd. 1-year Stock Charts
Cellcom Israel Ltd. 5-year Stock Charts
Cellcom Israel Ltd. vs. Main Indexes 1-year Stock Chart
Cellcom Israel Ltd. vs. Direct Competitors 1-year Stock Charts
Cellcom Israel Ltd. 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

Cellcom Israel Ltd. Key Facts
Profitability
Management Effectiveness
Income Statement Key Figures
Balance Sheet Key Figures
Cash Flow Statement Key Figures
Financial Performance Abbreviation Guide
Cellcom Israel Ltd. Key Executives
Cellcom Israel Ltd. Major Shareholders
Cellcom Israel Ltd. History
Cellcom Israel Ltd. Products
Revenues by Segment
Revenues by Region
Cellcom Israel Ltd. Offices and Representations
Cellcom Israel Ltd. 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
Cellcom Israel Ltd. Profitability Ratios
Margin Analysis Ratios
Asset Turnover Ratios
Credit Ratios
Long-Term Solvency Ratios
Financial Ratios Growth Over Prior Year
Cellcom Israel Ltd. Capital Market Snapshot
Cellcom Israel Ltd. 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

Cellcom Israel Ltd. 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
Cellcom Israel Ltd. Consensus Recommendations¹
Analyst Recommendation Summary¹
Price Target Summary¹
Experts Recommendation Trends¹
Revenue Estimates Analysis¹
Earnings Estimates Analysis¹
Historical Surprises¹
Revenue Estimates Trend¹
Earnings Estimates Trend¹
Revenue Revisions¹

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?

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