

China Mobile Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about China Mobile Limited 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 China Mobile Limited. 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 China Mobile Limited 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 China Mobile Limited 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 China Mobile Limited business.

About China Mobile Limited

China Mobile Limited provides a range of mobile telecommunications services in all 31 provinces, autonomous regions, and directly-administered municipalities in Mainland China, as well as in the Hong Kong Special Administrative Region of the People's Republic of China (Hong Kong).

The company offers mobile telecommunications services principally using the Global System for Mobile Communications (GSM) standard. Its GSM networks reach various cities and counties and major roads and highways, as well as a substantial part of rural areas, throughout Mainland China and through the network of Hong Kong Mobile, a substantial part of Hong Kong.

The company also offers mobile telecommunications services using the TD-SCDMA standard. It operates its 3G business based on a core mobile telecommunications network that is shared by both its 2G and 3G businesses and TD-SCDMA wireless network capacity. As of April 30, 2010, its total number of customers reached approximately 544.2 million.

Businesses

The company's businesses primarily consist of voice business and value-added business.

Voice Business: The company's voice business focuses on enabling its customers make and receive calls with a mobile phone at any point within the coverage area of its mobile telecommunications networks. The services include local calls, domestic long distance calls, international long distance calls, domestic roaming, and international roaming.

Value-Added Business: The company's value-added business includes voice value-added services, short message services (SMS), and non-SMS data business. As of December 31, 2009, the number of its value-added business users reached 463.4 million.

The company's voice value-added services mainly include caller identity display, caller restrictions, call waiting, call forwarding, call holding, voice mail, conference calls, and others services.

The company's SMS mainly includes customer-to-customer messages, 'Monternet'-based short messages and others.

The company's non-SMS data business mainly includes Handset Internet Access, 'Color Ring', Wireless Music, Mobile Paper, multimedia messaging service (MMS), '139 Mailbox', 'Fetion', '12580 Integrated Information Service Line', Mobile Market, Mobile Reading, Mobile Video, Mobile Wallet, Mobile Gaming, Mobile Map, '139 Community', and Internet Data Center (IDC).

The company also expanded its M2M and Mobile e-Commerce businesses in different areas involving its corporate customers. As of December 31, 2009, the total number of its corporate accounts reached 2.8 million.

SMS: SMS refers to services that employ the existing resources of GSM networks and the corresponding functions of mobile telecommunications terminals to deliver and receive text messages, including customer-to-customer messages, 'Monternet'-based short messages and others. SMS offers multi-functionality to its customers. In particular, short message usage volume reached 681,225 million messages in 2009.

Handset Internet Access: Handset Internet Access is a service provided by the company to its customers enabling wireless access to the Internet (including both

wireless application protocol (WAP) and worldwide Web (WWW) Web sites).

Color Ring: Color Ring refers to the service where customers can customize the answer ring tone from a selection of songs, melodies, sound effects or voice recordings to replace the monotonous ring connecting tone that the caller would hear.

Wireless Music: Wireless Music refers to a service that provides music services to customers through mobile telecommunications networks. The company recorded 82 million times of music downloads in 2009.

Mobile Paper: Mobile Paper is a business the company has developed in cooperation with mainstream media in Mainland China and elsewhere, which provides customers with updated information services (including contents, such as news, sports, entertainment, cultural activities and lifestyle) through MMS, Handset Internet Access and other types of service. The number of paying customers of Mobile Paper reached 49.12 million as of December 31, 2009.

MMS: MMS is a technology that allows users to exchange multim

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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