

Crayfish Co. Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Crayfish Co. 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 Crayfish Co. Ltd. and its competitors. This provides our Clients with a clear understanding of Crayfish Co. Ltd. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Crayfish Co. 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 Crayfish Co. 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 Crayfish Co. 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 Crayfish Co. 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 Crayfish Co. Ltd. business.

About Crayfish Co. Ltd.

Crayfish Co., Ltd. provides e-mail hosting services, and market software, internet advertising and hardware, to small and medium-sized enterprises in Japan.

Services

Core Service—Deskwing

Hitmail, a server business targeting small and medium-sized enterprises and the predecessor of the company's core service, DESKWING. The Company's original DESKWING service provided to customers a domain name of their own choosing with up to 50 e-mail addresses and 100 megabytes of server capacity, and an average daily transfer volume up to 800 megabytes. In 2002 the company began to offer a new improved DESKWING service that provides various service options under two service plans, 'Type-1' and 'Type-2'.

Type-1 provides customers with a domain name of their own choosing, up to 600 e-mail addresses, 600 megabytes of server capacity (including Internet access) and an unlimited average daily transfer volume. Original DESKWING subscribers are automatically upgraded to Type-1.

Type-2 provides customers with a domain name of their own choosing, up to 600 e-mail addresses, 1,500 megabytes of server capacity (including Internet access) and an unlimited average daily transfer volume.

Additional Services Related to DESKWING

Web: Basic Web page creation is generally provided at no charge. The Company can host Web-page designs that customers create with their own Microsoft FrontPage 2000 software with small charges.

Virus Check: The virus check detects and exterminates computer viruses at the server site. The 300 available trial subscriptions to the service sold out and in March 2002, the company formally began to offer subscriptions to the service under two plans, Virus-Check One, priced at a monthly fee of Yen350 per account, with an initial fee of Yen5,000, and Virus-Check 50, priced at a monthly fee of Yen11,000 per 50 accounts, with an initial fee of Yen10,000.

Other additional fee-based services the company offers are: Nikkei Telecom 21, a news and corporate information database; domain name acquisition and forwarding; bulletin board; automated Web-site access log analysis; Kantannel.jp, a real estate Web site creation application; ADSL, Integrated Services Digital Network (ISDN), dial up and global Internet access.

Software

The Company purchases software from third party software companies such as MAGREX Co., Ltd. and then sells this software to Hikari Tsushin affiliates such as IE Group, Inc. (IE Group) and CTW. Hikari Tsushin affiliates in turn sell this software to small and medium-sized Japanese enterprises.

Enterprises Resource Planning (ERP) Software: ERP manages sales, purchase, accounting, salary, and customer data. ERP includes business card management software that allows customers to build a business card database by scanning a business card with an ultra-small scanner.

PC-FAX Software: PC-FAX software allows users to fax documents directly from a computer.

Anti-Virus Software: Anti-Virus Software protects users' computers from viruses and unauthorized entry and uses a heuristic method that allows users to see the difference between infected and non-infected computer files.

Homepage Manager: Homepage Manager software supports customers' homepage management, but it does not create a Homepage. For example, when a customer wants to register a search site, such as Yahoo or Google, the software creates a special registered application form to easily register those sites.

OSAMA FAX: OSAMA FAX is a hardware. However the company's software department is engaged to manage and maintain this product. The function of OSAMA FAX is the same as PC-FAX software. A user's PC connects OSAMA FAX to the users' network system (the number of maximum connections from PCs to OSAMA FAX is 999 PCs), and then the user's PC may work the fax system, as well. The function of OSAMA FAX includes sending and receiving faxes into a PC by any type of file, such as a word file, excel file, PDF file and so on.

Hardware

The company markets PC and computer peripherals hardware to Japanese small and medium sized enterprises. Crayfish mainly purchased hardware from IDK Inc. and other hardware makers and wholesalers, and mainly sold this hardware to Hikari Tsushin affiliates such as IE Group and CTW who in turn sold the hardware to small and medium sized companies in Japan.

Media (Internet Advertising)

Banner Advertisements: Banner advertisements are posted on trafficked Web sites and hyperlink users to the web site in the banner advertisement when users click the banner. Banners may contain pictures and animation and allow advertisers to measure the effectiveness of the banner by tracking the number of clicks on the banner.

E-mail Advertisements: E-mail advertisements are attached to Mail Magazines, informational magazines that are periodically sent to users via e-mail.

History

Crayfish Co., Ltd. was incorporated in 1995.

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.

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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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