

Ctrip.com International Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Ctrip.com International 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 Ctrip.com International Ltd. and its competitors. This provides our Clients with a clear understanding of Ctrip.com International Ltd. position in the [Restaurants and Leisure Industry](#).

The report contains detailed information about Ctrip.com International 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 Ctrip.com International 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 Ctrip.com International 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 Ctrip.com International 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 Ctrip.com International Ltd. business.

About Ctrip.com International Ltd.

Ctrip.com International, Ltd. provides travel services for hotel accommodations, airline tickets, and packaged tours in the People's Republic of China.

The company aggregates information on hotels and flights and enables its customers to make informed hotel and flight bookings. The company also sells packaged tours that include transportation and accommodations, as well as guided tours in some instances. The company targets its services primarily at business and leisure travelers in China who do not travel in groups. As of December 31, 2009, it had secured room supply relationships with approximately 9,800 hotels in China and approximately 19,000 hotels abroad, which cover a range of hotels in terms of price and geographical location.

The company operates as a consolidator of airline tickets in China. Its airline ticket suppliers include Chinese airlines and various international airlines that operate flights originating from China. The company's customers can make flight reservations on their chosen routes and arrange ticket payment and delivery through its ticketing offices and third-party agencies located in over 50 major cities in China. The company also offers independent leisure travelers bundled package-tour products, which include transportation and accommodations, as well as guided tours in some instances. The

company's package-tour products cover various domestic and international destinations.

Products and Services

The company primarily offers hotel reservation and air-ticketing services. In addition, it offers other products and services, including packaged tours, mostly bundled by the company, that cover hotel, air tickets and transportation.

Hotel Reservations: The company acts as agent in its hotel-related transactions. Its customers receive confirmed bookings and generally pay the hotels directly upon completion of their stays, and in general, the company pays no penalty to the hotels if its customers do not check in. For some of its hotel suppliers, the company earns pre-negotiated fixed commissions on hotel rooms it sells. For other hotels, the company has commission arrangements that it refers to as the 'ratchet system,' whereby its commission rate per room night is adjusted upward with the increase in the volume of room nights the company sells for such hotel during such month.

The company contracts with hotels for rooms under two agency models, the 'guaranteed allotment' model and the 'on-request' model. In addition to the agreements that it enters into with all of its hotel suppliers, the company enters into a supplemental agreement with each of the hotel suppliers with which it has a guaranteed allotment arrangement.

Air-ticketing: The company sells air tickets for major domestic Chinese airlines, including Air China, China Eastern Airlines, China Southern Airlines and Hainan Airlines and various international airlines operating flights that originate from cities in China, such as Dragon Air, Singapore Airlines, United Airlines, Lufthansa, Emirates Airlines, and Qantas Airways. In air-ticketing transactions, a customer generally pays the ticket delivery agent upon delivery of the ticket. The customer also has the option of picking up a ticket at the ticketing office or obtaining an electronic ticket.

Packaged-tour: The company also offers independent leisure travelers bundled package-tour products, which include transportation and accommodations, as well as guided tours in some instance. The company's package-tour products cover various domestic and international destinations.

Other Products and Services: The company offers travel-related businesses and other third parties the opportunity to advertise on its Web sites. It sells property management

system (PMS) and provides related maintenance service to hotel operators. The company also sells travel guidebooks, which provide useful information for independent travelers. It provides air-ticket delivery and insurance services to its customers. In addition, the company also sells VIP membership cards that allow cardholders to enjoy certain priority in obtaining its services and receiving discounts from various restaurants, clubs, and bars in various cities in China. It also offers these membership cards free of charge to select customers who have purchased a certain amount of travel services from the company.

Competition

The company competes primarily with other consolidators of hotel accommodations and flight reservation services based in China, such as eLong, Inc., which is controlled by IAC/InterActiveCorp, which owns online travel businesses, including Expedia, Hotels.com, Hotwire, and the WWTE private label; and Mangocity.com. The company also competes with traditional travel agencies and new travel searching engines, such as Qunar.com and Taobao.com.

History

Ctrip.com International, Ltd. was founded in 1999.

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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