

# Fission Energy Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Fission Energy Corp. 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 Fission Energy Corp. and its competitors. This provides our Clients with a clear understanding of Fission Energy Corp. position in the [Energy](#) Industry.

The report contains detailed information about Fission Energy Corp. 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 Fission Energy Corp.. 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 Fission Energy Corp. 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 Fission Energy Corp. 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 Fission Energy Corp. business.

### **About Fission Energy Corp.**

Fission Energy Corp., a junior resource company, engages in the acquisition, exploration, and development of uranium resource properties primarily in Canada. The company also holds a uranium property in the Macusani District of Peru.

#### **Athabasca North Shore Properties**

The company, as of June 30, 2009, consolidated the North Shore and South Shore properties into one land package, which would be known as the North Shore property. 'Bridge' permits connecting the properties into one contiguous land package have been staked, and the overall size includes 48,192 hectares (ha).

#### **Fort McLeod**

The Fort McLeod property is located in Southwestern Alberta. The property totals approximately 19,423 ha.

#### **Caribou Mountain & Zoo Bay**

The Caribou Mountain property comprises 6 metallic and industrial mineral permits

totaling 27,872 ha in northern Alberta, while the Zoo Bay claims total 11,752 ha along the northeast margin of the Athabasca Basin, in northern Saskatchewan.

#### Duddridge Lake

The 12,954 ha Duddridge Lake property is situated along the eastern margins of the Wollaston Basement Domain, which underlies uranium occurrences in the eastern part of the Athabasca Basin, Saskatchewan.

#### Waterbury Lake

The 40,256 ha Waterbury Lake property surrounds the AREVA/Denison midwest uranium deposit, and the midwest 'A' discovery with in the east-central part of Saskatchewan's Athabasca Basin.

#### Waterbury North

The company, in July 2009, staked three claims totaling 966 ha. The claims are adjacent and to the north-central border of the Waterbury Lake project.

#### Patterson Lake

Patterson Lake comprises 25,316 ha. In 2007, the company completed a five hole drill program totaling 1406 m at its Patterson Lake property located approximately 30 km south of the advanced UEXAREVA joint venture exploration and development project in the southwestern part of the Athabasca Basin.

#### Patterson Lake South

In 2007, Fission Energy and ESO Uranium Corp jointly staked 4 claims totaling 12,493 ha on the southern extension of Fission's Patterson Lake property. Fission and ESO Energy Corp entered into a joint venture exploration agreement. The companies have jointly staked additional ground and the project, which consists of 11 mineral claims totaling 12,493 ha.

#### Davy Lake

Davy Lake property comprises 58 mineral claims totaling 235,255 ha.

## Minor Bay

The Minor Bay property comprises 15,886 ha and is located along the southeast margin of the Athabasca Basin. A 1,248 line-km airborne magnetic and electromagnetic survey was conducted in May 2009.

## Torwalt Lake

The Torwalt Lake property comprises 812 ha and is located approximately 10 km east of the Waterbury Lake project in the eastern part of the Athabasca Basin.

## Dieter Lake

The company holds a 100% interest in the Dieter Lake property. The property comprises 30,864 ha and is located approximately 150 km north of Hydro Quebec Reservoir LG-4.

## Peru

The Macusani property is located within southeastern Peru. The company holds the rights to 9 mineral concession blocks encompassing 51 square kilometers and two surface rights.

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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