

# Geokinetics Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

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

The report contains detailed information about Geokinetics Inc. 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 Geokinetics Inc.. 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 Geokinetics Inc. 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 Geokinetics Inc. 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 Geokinetics Inc. business.

### **About Geokinetics Inc.**

Geokinetics Inc. provides seismic data acquisition, multi-client data library, and seismic data processing and interpretation services to the oil and natural gas industry. The company provides services in land, marsh, swamp, transition zone, and shallow water ocean bottom cable (OBC) environments.

The company provides a suite of geophysical services, including acquisition of two-dimensional (2D), three-dimensional (3D), and multi-component seismic data surveys, data processing and interpretation services and other geophysical services for customers in the oil and natural gas industry, which include various national oil companies, major international oil companies, and smaller independent oil and gas exploration and production companies (collectively E&P Companies) in the Gulf Coast, Mid-Continent, California, Appalachian and Rocky Mountain regions of the United States, western Canada, Canadian Arctic, Latin America, Africa, the Middle East, Australia/New Zealand, and the Far East. The company also maintains a multi-client data library whereby it maintains full or partial ownership of data acquired for future licensing. Its multi-client data library consists of data covering various areas in the United States and Canada.

### **Segments**

The company is organized into two reportable segments: Seismic Data Acquisition; and Seismic Data Processing and Interpretation. It further breaks down its seismic data acquisition segment into two geographic reporting units, North American Seismic Data Acquisition and International Seismic Data Acquisition.

### Seismic Data Acquisition Services

Through its subsidiaries, the company engages in seismic data acquisition services in land, transition zone, and shallow water environments on a contract basis for its customers. The company's equipment is capable of collecting 2D, 3D, and multi-component seismic data. It has a pro forma recording capacity of approximately 206,000 channels that can be configured to operate approximately 38 crews worldwide.

In the United States and Canada, the survey crew and drill crew are typically provided by third parties and supervised by the company's personnel. Outside the United States and Canada, the company performs its own surveying and drilling. The company uses helicopters to assist the crews in seismic data acquisition services. It collects and processes geophysical data for its own account and retains ownership rights. It licenses the data to customers on a non-transferable basis through a third party. In some circumstances, the company sells rights to the data prior to collecting and processing such data.

### Seismic Data Processing

The company also provides a suite of onshore and offshore proprietary seismic data processing and interpretation products and services to complement its data acquisition services. Seismic data is processed to produce an image of the earth's subsurface using proprietary computer software and internally developed techniques. The company's seismic data processing and interpretation centers in the United States and the United Kingdom process 2D and 3D seismic data acquired by its own crews, as well as data acquired by other seismic data acquisition companies.

The company's majority of seismic data processing and interpretation services are performed on 3D seismic data. It also re-processes older seismic data using new techniques designed to improve the quality of the data. It markets its seismic data processing and interpretation services in conjunction with its seismic data acquisition services to improve total value provided to its customers.

## Marketing

The company's seismic data acquisition services and seismic data processing and interpretation services are marketed from various offices worldwide. It maintains offices in Canada, Latin America, Europe, the Middle East, Australia, Africa, Asia, the Far East and its corporate headquarters in Houston, Texas, from which it markets and/or performs services.

## Customers

For the period ended December 31, 2009, the company's major customers were Sonangol; Petroandina; Petrobel; Petroleo Brasileiro S.A.-Petrobras (Petrobras); ANH Sinu; Staatsolie; Agencia Nacional do Petr leo (ANP); Petronas Carigali Pertamina Petrovietnam Operating Company; Sdn bhd.(PCPPOC); International Egyptian Oil Company (IEOC); and Seismic Exchange , Inc.

## Acquisitions

In February 2010, the company acquired the onshore seismic data acquisition and multi-client data library business of Petroleum Geo-Services ASA (PGS Onshore). PGS Onshore has the ability to deploy 13 seismic crews with approximately 84,000 recording channels. The PGS Onshore acquisition provides the company a business expansion into Mexico, North Africa, the Far East, and in the United States, including Alaska. It has acquired a multi-client data library covering approximately 5,500 square miles located primarily in Texas, Oklahoma, Wyoming, and Alaska.

## Competition

The company's principal competitors in the seismic data acquisition services segment include Bureau of Geophysical Prospecting; WesternGeco; Compagnie Generale de Geophysique-Veritas (CGV); Dawson Geophysical Company; Petroleum Geo-Services ASA (PGS); Tidelands Geophysical Company; and Global Geophysical, Inc.

The company's principal competitors in the seismic data processing services segment include CGV; PGS; Geotrace Technologies, Inc.; GX Technology Corporation; and WesternGeco.

## History

Geokinetics Inc. was founded in 1980.

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?

## I would like to order

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