

# Giant Interactive Group, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Giant Interactive Group, 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 Giant Interactive Group, Inc. and its competitors. This provides our Clients with a clear understanding of Giant Interactive Group, Inc. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Giant Interactive Group, 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 Giant Interactive Group, 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 Giant Interactive Group, 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 Giant Interactive Group, 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 Giant Interactive Group, Inc. business.

### **About Giant Interactive Group, Inc.**

Giant Interactive Group, Inc. develops and operates online games in the People's Republic of China. The company focuses on massively multiplayer online (MMO) games that are played through networked game servers in which players are able to simultaneously connect and interact.

The company has built nationwide distribution and marketing networks to sell and market its prepaid game cards and game points. As of December 31, 2009, its distribution network consisted of approximately 290 non-exclusive regional distributors and reached approximately 116,500 retail outlets, including Internet cafes, software stores, supermarkets, bookstores, newspaper stands, and convenience stores located throughout China. The company also sells game points through its official game Web site.

### **Games**

The company operates various MMO games, which were either developed internally by the company or has been acquired by the company.

The ZT Online Series: ZT Online, or 'Zheng Tu' in Chinese, is a two-dimensional online role-playing game set in ancient China. ZT Online players assume one of five different roles, including soldiers and magicians, in 10 different 'kingdoms'. Players develop skills, use magical weapons and team up with other players to fight against monsters and players from other kingdoms. The company has developed proprietary technology for use in ZT Online that allows approximately 40,000 players to play together in a single shard at any given time. ZT Online allows players to purchase a range of virtual items and services for their characters using their gold and/or silver coins. These include weapons, clothing, pets, ceremonies and rites, and others.

The company commercially launched ZT Online in China. It has licensed ZT Online to Lager Network Technology, Inc. (Lager Network) for operation in Hong Kong, Macau, Taiwan, Malaysia, and Singapore, licensed ZT Online to VinaGame Software Service Joint Stock Company (VinaGame) for operation in Vietnam, and licensed ZT Online to Astrum Nival, LLC (Astrum Nival) for operation in the Russia and other Russian speaking territories.

**ZT Online Classic Edition:** The company has introduced ZT Online Classic Edition, a version of ZT Online for players who prefer the original monetization features of ZT Online.

**ZT Online Green Edition:** In 2009, the company introduced ZT Online Green, another version of ZT Online that features an enhanced in-game economy to benefit lower spending and non-paying accounts, along with additional maps, skills, and items.

**ZT Online PTP:** ZT Online PTP is the first pay-to-play MMO game developed by the company, and is based on the ZT Online free-to-play game. As in ZT Online, players assume 1 of 5 different roles in 10 different kingdoms. ZT Online PTP also requires players to log into one of multiple shards while enabling players to travel between different shards. ZT Online PTP requires players to pay to play the game by purchasing physical or virtual prepaid game cards on its official game Web site or from Internet cafes and other distribution points.

**Giant Online:** Giant Online is a military-themed MMO game. Giant Online players may assume 1 of 14 different roles, such as detectives and spies. As with ZT Online, the game world in Giant Online is divided into various regions. Each player must guide character to develop skills and cooperate with other players to fight against players from other regions. Giant Online features multiple shards and also enables players to travel between different shards. Giant Online enables approximately 1,000,000 players to

concurrently play in the same shard. Giant Online enables players, and groups of players, to purchase a range of virtual items and services. These virtual items and services include weapons, vehicles and pets. Giant Online is a '2.5 dimensional' game, meaning that the background and items in the game are depicted three dimensionally, while the characters are depicted two dimensionally.

King of Kings III: K III is a three-dimensional online role-playing experience set in a European-style magical world. Players assume the roles of K III heroes as they explore across a virtual world of forests and

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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## 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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