

Home Security Int'l Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Home Security Int'l 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 Home Security Int'l and its competitors. This provides our Clients with a clear understanding of Home Security Int'l position in the Industry.

The report contains detailed information about Home Security Int'l 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 Home Security Int'l. 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 Home Security Int'l 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 Home Security Int'l 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 Home Security Int'l business.

About Home Security Int'l

Home Security International, Inc., a Delaware corporation (the Company) was founded and commenced business in Sydney, Australia in 1988. The Company is a direct sales company which, through a distributor network (the Distributor Network), sells, installs, monitors and services a residential security alarm system marketed under the trade name SecurityGuard, principally in Australia and New Zealand, with international operations in Europe, South Africa and North America.

The Company's security system (the SecurityGuard System) provides home protection to a customer's premises through interior heat sensitive motion detectors, and a centralized processing unit (CPU) which communicates signals to a central monitoring station.

Over the last twelve months the Company has focused on generating recurring revenue, through the sale of extended warranties to its customers and the introduction of on-line alarm monitoring services in Australia, New Zealand, North America, and Europe. The SecurityGuard alarm and other major components are manufactured exclusively for the Company by Ness Security Products Pty Limited, a wholly owned subsidiary.

Geographic Operations

As at June 30, 2000, there were thirty-nine distributor offices in Australia and five distributor offices in New Zealand as compared to sixty-nine and twelve respectively in Australia and New Zealand in fiscal 1999.

The Company first commenced operations outside of Australia and New Zealand in 1994 and is seeking to grow its international operations. As at June 30, 2000 the Company had a total of eleven international distributor offices located in the Netherlands (six), South Africa (one), the United Kingdom (two), and the United States (two). Unit sales for the international markets amounted to 5,664 units in fiscal year 2000 as compared to 7,630 units in fiscal year 1999.

The SecurityGuard System

The SecurityGuard System installed by the Company is a wireless alarm system, which uses radio signals from transmitters incorporated into the protective devices to communicate activation signals from such devices to the customer's CPU. By comparison, hard-wire devices, which are characterized by substantially higher initial costs to the customer, use actual wires to connect each of the protective devices to the customer's CPU.

The Company's monitored SecurityGuard alarm provides protection to the premises through interior heat sensitive motion detectors, and a CPU, which communicates signals to the Company's designated central monitoring station.

Services

On-line Monitoring and 24 Hour Emergency Response Services. The Company began selling twenty-four hour on-line monitoring services as an upgrade to its Australian and New Zealand customers during the second half of the fiscal year ended June 30, 1999. As at June 30, 2000, the Company had installed approximately 9,700 monitored lines as upgrades for its existing customers in Australia and New Zealand. The Company commenced selling on-line monitoring services as part of its point of sale products and services to new customers in Australia and New Zealand in September 1999. As of June 30, 2000, the Company had installed approximately 6,400 monitored lines as part of its point of sale for new customers in Australia and New Zealand.

Extended Warranty. In September 1996, the Company commenced offering an

extended warranty program to its customers in Australia and New Zealand, which offers customers the opportunity to extend the original manufacturers product warranty of historically twelve months (currently twenty-four months) by an additional twelve or twenty-four months.

Installation and Field Services. Each distribution office is required by the Company to maintain its own installation and field service personnel. Distributors subcontract services and installation to third parties who are trained by the Company to install and maintain the SecurityGuard System.

Competition

The Company's competitors for first-time purchasers of alarm systems in Australia and New Zealand are Signature Security and ADT Security Services, Inc.

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.

The complete financial data is available for publicly traded companies.

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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 3×3 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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