

Houston American Energy Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Houston American 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 Houston American 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 Houston American 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 Houston American 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 Houston American Energy Corp. business.

About Houston American Energy Corp.

Houston American Energy Corp. engages in the exploration, development, and production of natural gas, crude oil, and condensate. The company's oil and gas exploration and production activities are focused on development of concessions in the South American country of Colombia and development of properties in the U.S. onshore Gulf Coast Region, principally Texas and Louisiana.

Exploration Projects

The United States Properties

In the United States, the company's properties and operations are principally located in the on-shore Gulf Coast region of Louisiana and Texas.

Louisiana Properties

The company's principal producing and exploration properties in Louisiana consist of the following:

Vermilion Parish—The company holds a 22.5% working interest in the North Jade and

West Jade prospects, covering 1,423 acres in Vermilion Parish Louisiana.

East Baton Rouge Parish—The company holds a 2.8125% back-in after payout in the Profit Island and North Profit Island prospects, covering 3,045 gross acres in East Baton Rouge Parish, Louisiana. In addition, the company holds a 7.29% royalty interest in 2,485 royalty acres, as well as a 5.675% royalty interest in the Crown Paper #01 well.

Webster Parish—The company holds a 7.5% working interest and an 8.3% net revenue interest carried to point of sale for the first well in the 640 acre South Sibley Prospect in Webster Parish, Louisiana. As of December 31, 2009, the South Sibley Prospect produced from a single 10,600 foot well.

In addition, the company holds interests in the following properties in Louisiana: the 620-acre Crowley Prospect in Acadia Parish, in which the company holds a 0.15% overriding royalty interest; and the 640-acre Caddo Lake Prospect in Caddo Parish, in which the company holds a 33.5% working interest.

Texas Properties

The company's principal exploration properties in Texas consist of the following:

Karnes County—The company holds a 2.5% working interest in 6,520 acres located in Karnes County, Texas out of a 50,000 acre area of mutual interest in which the company holds a 1.25% overriding royalty interest.

Jim Hogg County—The company holds a 4.375% working interest in the 340 acre Hog Heaven Prospect in Jim Hogg County, Texas. As of December 31, 2009, the Hog Heaven Prospect produced from a single 6,200-foot well.

In addition, the company holds interests in the following non-producing property in Texas: the 91.375-acre West Turkey Prospect in Hardeman Count, Texas, in which the company holds a 10.0% working interest with a 7.5% net revenue interest.

Colombian Properties

The company holds interests in multiple prospects in Colombia covering approximately 970,186 gross acres.

Hupecol Prospects

As of December 31, 2009, the company held interests in six concessions and one Technical Evaluation Area (TEA) operated by Hupecol, LLC (Hupecol). The six concessions are located in the Llanos Basin of Colombia and the TEA is located in the Caguan Putumayo Basin of Colombia. The six concessions and TEA cover an aggregate area of approximately 513,965 acres. Subsequent to December 31, 2009, the company acquired an additional TEA (the Macaya TEA) in the Caguan Putumayo Basin which is also operated by Hupecol. The Macaya TEA covers an area of 195,171 acres.

As of December 31, 2009, 5 of the Hupecol concessions had production, the company had interests in 18 gross wells (2,032 net wells) operated by Hupecol, and its net daily production from interests operated by Hupecol was approximately 652 barrels of oil (no natural gas). Well depths range from 3,500 feet to 5,800 feet.

The company's interest in each of the concessions in Colombia is held through an interest in Hupecol, LLC and affiliated entities. It holds a 12.5% working interest in each of the prospects of Hupecol other than the Surimena concession and the La Cuerva Contract. The company holds a 6.25% working interest in the Surimena concession and a 1.594674% working interest in the La Cuerva Contract.

SK Energy Prospect

Pursuant to a farmout agreement and joint operating agreement, the company holds an interest in the 345,452 acre CPO 4 Block located in the Western Llanos Basin and operated by SK Energy Co. LTD.

Shona Energy Prospect

Pursuant to a farmout agreement with Shona Energy Limited, the company holds an interest in the 110,769 acre Serrania Block located in the Caguan Putumayo Basin.

Drilling Activity

As of December 31, 2009, the company owned interests in 26 gross wells containing multiple completions. During 2009, the company participated in the drilling of a total of 15 gross wells, of which 10 were classified as exploratory and 5 were classified as development.

Significant Events

In July 2010, Houston American Energy Corp. entered into a farmout agreement with SK Energy Co. LTD pursuant to which SK Energy Co agreed to assign to the company an additional 12.5% interest in the approximately 345,452 acre CPO 4 Block in the Llanos Basin of Colombia, increasing the company's interest in the CPO 4 Block from 25% to 37.5%.

History

Houston American Energy Corp. was founded in 1981.

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 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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