

# Houston Interweb Design Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Houston Interweb Design 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 Houston Interweb Design Inc. and its competitors. This provides our Clients with a clear understanding of Houston Interweb Design Inc. position in the Industry.

The report contains detailed information about Houston Interweb Design 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 Houston Interweb Design 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 Houston Interweb Design 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 Houston Interweb Design 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 Houston Interweb Design Inc. business.

### **About Houston Interweb Design Inc.**

Houston Interweb Design, Inc (Interweb or the Company) is a software developer and e-services consultancy providing Internet strategy consulting and sophisticated Internet-based solutions to international companies and startup businesses. The Company helps clients define Internet strategies to improve their competitive position and the Company designs, architects, develops and implements solutions to execute those strategies. These solutions focus on large-scale and complex business-to-consumer and business-to-business electronic commerce, digital customer relationship management, supply chain optimization, electronic markets and Internet portals.

The Company's services include digital business strategy development; experience modeling; creative design and technology development and systems integration.

The Company provides end-to-end solutions to clients using multidisciplinary teams composed of business/legal strategists, creative specialists (graphic designers and hardcode programmers), technology professionals and program managers. The Company delivers solutions primarily in five industry business sectors: legal/medical/financial services; media, entertainment and travel; manufacturing, retail and distribution; political and government; and international services.

## Services

The Company provides the services required to identify, design, develop and deploy Internet strategies and solutions for International companies and startup businesses. The Company's services enable rapid delivery of complex solutions for business-to-consumer and business-to-business electronic commerce, digital customer relationship databases, supply chain optimization, electronic markets and Internet portals.

## Divisions

### Custom Web Site Development

The Company develops high-end custom web sites, encompassing original graphics and innovative layouts. The Company's business strategy is to develop and design web sites that achieve growth and organizational optimization for the Company's customers by creating more efficient navigation, utilizing interactive databases, and by using proprietary technology to increase the likelihood of being found at or near the top of search engines.

### Siteblazer.com

The focus of SiteBlazer.com is to allow companies to build customized, updateable web sites, within minutes, at a reduced cost. SiteBlazer™ web sites are built with proprietary codes and automatically submitted to major search engines which allows the sites to be found near the top of major search engines under relevant keywords.

### Siteblazer Network--Siteblazer.net

The SITEBLAZER™ network is a business-to-business and business-to-consumer web guide/search engine designed to increase sales for its customers. The SiteBlazer.com program allows a business to have a stand-alone customized web site and still be part of the SITEBLAZER™ network.

## Interactive Databases

The Company has developed proprietary technology involving interactive databases. The interactive databases enable customers to self-manage their web sites internally. Many of the Company's proprietary scripting programs are adapted and included in individual web sites, allowing customers to manage and modify their web sites.

PoliticalNet.Com and PoliticalTeam.com

PoliticalNet.Com and PoliticalTeam.com (Targeted Effective Advertising Medium) are one-stop political campaign sites that provide politicians, organizations and political groups a full range of Internet as well as brick and mortar products. Some products sold include automated dialers, automated phone calls, Cyber-Pitch™ cards, print graphic design, web site design, fax blasting and voter data.

TonicsandTeas.com

In 2000, the Company launched phase one of its traditional Chinese Medicine Portal www.TonicsandTeas.com. The site contains herbal remedies prescribed for over 5000 years in China for the 40 most common ailments. Interweb has outsourced all fulfillment and billing through a strategic partnership.

ListenToChina.com

Using its proprietary technology, the Company launched ListenToChina.com in 2000. ListenToChina.com was the first MP3 music site approved by the Chinese government to promo

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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