

# ITSA Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/I2FD18885E1BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: I2FD18885E1BEN

## Abstracts

ITSA Ltd. 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 ITSA Ltd. and its competitors. This provides our Clients with a clear understanding of ITSA Ltd. position in the Industry.

The report contains detailed information about ITSA Ltd. 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 ITSA Ltd.. 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 ITSA Ltd. 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 ITSA Ltd. 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 ITSA Ltd. business.

## **About ITSA Ltd.**

ITSA, Ltd. engages in the development ownership and operation of broadband wireless telecommunications systems. It offers video, high-speed Internet and data communications services in Brazil. The company, through its subsidiaries, has licenses in the cities of Brasília, Goiânia, Belém, Campina Grande, Caruaru, Porto Velho, Presidente Prudente, Bauru, Franca, Uberaba, Belo Horizonte and Vitória.

The company offers a pre-paid subscription video service, called Mais TV, which is comprised of a self-install kit available in retail stores in various of the cities in which the company has operations. ITSA launched a high-speed Internet access system using the technology of high-speed modems, called LinkExpress, on a commercial basis in the city of Brasília.

The company holds licenses covering the frequency bands from 2,170 to 2,182 MHz and from 2,500 to 2,686 MHz. Additionally, the company owns and maintains its proprietary SMS (Subscriber Management System) called Mythos, which was developed in-house to Brazilian needs and standards.

### **Brasília System**

The Brasília System offers 24 wireless cable channels. The Brasília System transmits at

50 watts of power per channel from a transmission tower that is 300 feet above average terrain. The company provides high speed Internet access, under the brand name of LinkExpress, to its customers in Brasília. It offers LinkExpress in a two-way platform. In this system, customers transmit and receive data signals through the wireless platform, without the use of the telephone.

### Belém System

The Belém System reaches the greater Belém area, including the cities of Mosqueiro, Ananindeua, Icoaraci and Marituba and the islands of Outeiro and Barcarena. The company's 30-kilometer coverage territory includes approximately 370,000 households. The Belém System transmits at 50 watts of power per channel from a transmission tower that is 300 feet above average terrain.

### Goiânia System

The Goiânia System transmits at 50 watts of power per channel from a transmission tower that is 350 feet above average terrain. The company's 30-kilometer coverage territory includes approximately 297,000 households.

### Campina Grande System

The Campina Grande system transmits at 20 watts of power per channel from a transmission tower that is approximately 2,500 feet above sea level. The company's licensed coverage radius includes approximately 80,000 households.

The company, with the launch of the Campina Grande system, implemented its pay television operating model, Mais TV. All services through this television operating model are offered on a prepaid basis. Customers can choose from different programming packages and may vary their choice each and every month. The company purchases most of its programming from Neo-TV, an association formed to help operators negotiate and purchase programming.

### High Speed Internet Access and Data Communications Services

The company provides Internet access services, under the brand name LinkExpress, to its customers in Brasília. This service uses wireless cable modems for delivery of access at increased speeds. With a total of 198 MHz of spectrum available in each market, the company is able to offer a range of two-way advanced communication

services, including high-speed data services and high-speed Internet, both to the residential and the corporate markets. The company also owns additional specific licenses, which allow the offering of voice and VPN (Virtual Private Network) corporate services. The company owns and operates its own NOC (Network Operating Center), which is located in its headquarters in Brasília.

## Subsidiaries

The company's significant subsidiaries include TV Filme Servicos de Telecomunicacoes Ltda; TV Filme Brasilia Servicos de Telecomunicacoes Ltda; TV Filme Belem Servicos de Telecomunicacoes Ltda; TV Filme Goiania Servicos de Telecomunicacoes Ltda; ITSA Intercontinental Telecomunicacoes Ltda; and Link Express Servicos e Telecomunicacoes Ltda.

## Competition

The company's competitors in the pay television area in the city of Brasília are NET Brasília, as well as DirecTV and Sky; in the area of high-speed Internet service is Brasil Telecom.

The competitors in the pay television area in Belém area are ORM Cabo, as well as DirecTV and Sky.

The competitors in the pay television area in the city of Goiânia are NET Goiânia, as well as DirecTV and Sky.

The company's principal competitors in Campina Grande are Sky and DirecTV.

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.  
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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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