

# Link Plus Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Link Plus Corporation 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 Link Plus Corporation and its competitors. This provides our Clients with a clear understanding of Link Plus Corporation position in the Industry.

The report contains detailed information about Link Plus Corporation 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 Link Plus Corporation. 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 Link Plus Corporation 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 Link Plus Corporation 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 Link Plus Corporation business.

## **About Link Plus Corporation**

Link Plus Corporation (Link Plus) engages in the development and sale of communication equipment and communication improvement products. Link Plus solutions include an application-specific integrated circuit radio-on-a-chip, a family of RF radio modules, signal enhancement software and chip sets, as well as turnkey product solutions for Original Equipment Manufacturers.

### **Technologies**

The company's core technology includes its radio-on-chip advanced wireless communications system (AWICS), and its linked compressor and expander (Lincomplex) technology under the trademark LinkPlus.

AWICS includes custom application specific integrated circuit and completed radio systems along with a network operating system (LinkNET). AWICS is a narrow-band short-range single chip radio transceiver developed in partnership with Honeywell International, Inc. for NASA. The Lincomplex technology is a communications enhancement technology developed by Bell Laboratories to improve long-range radiotelephone communications. It is available in a digital chipset or software. LinkPlus Lincomplex technology is owned by Link Plus.

## Link Plus Products

### Chips and Modules

Link Plus offers various AWICS and Lincompex products for sale to the commercial and military OEM market place. The products include AWICS-09325 Single-chip RF Transceiver, which is 300 MHz to 930 MHz (selectable) and has 128 Kbps data rate;

LRM-A915 RF Module, which is 902 MHz to 928 MHz (selectable) and has 128Kbps data rate, 50 feet range capability, and 12.7 mm x 17.3 mm x 2.4 mm (LWH);

LRM-R915 RF Module, which is 902 MHz to 928 MHz (selectable) and has 256 Kbps data rate, 300 feet range capability, and 12.7mm x 17.3 mm x 2.4 mm (LWH);

LRM-A915Q LR, Long Range Module, which has 112 Kbps data rate, 1-mile range capability, and 26.7 mmx 18.8mm x 2.4 mm (LWH);

LRM-A915W, Long Range Module, which has 112 Kbps data rate, 1W transmitter amplifier, and 26.7 mmx 18.8mm x 2.4 mm (LWH);

RFDK - ZiLOG Encore Processor based Development kit for the ASM module family of radios;

Lincompex Chipset that implements compression algorithm, and includes DSP, CODEC, and EPROM, as well as Voice compression includes 48 dB and Companding range includes 60 dB;

LinkMate Voice Communications Enhancement that brings Lincompex technology for HF/VHF/UHF AM/SSB radios and increases voice S/N ratio by an average of 22dB;

Lincompex Algorithm Software that implements compression algorithm in customers DSP and requires 14 Kbytes of memory.

### System Solutions

Link Plus also designs, develops and manufactures complete, long range, two-way, digital communications systems for several narrowband wireless applications. These solutions include hardware and software elements and are built to specification of its

customers.

## Subsidiaries

The company's wholly owned subsidiary includes Link Plus International, Inc.

## Markets

The company focuses primarily on four markets that includes automatic meter reading (data acquisition); Homeland Security (logistics management); automotive security (security systems); and secure voice systems (wireless secure communications).

## Competition

The company's RF transceiver chip competitors are: Chipcon of Norway, Nordic of Norway, Xemics of Switzerland and Atmel of the USA.

## History

Link Plus Corporation was founded in 1975.

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.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. LINK PLUS CORPORATION COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

### **2. LINK PLUS CORPORATION BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. LINK PLUS CORPORATION SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. LINK PLUS CORPORATION FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. LINK PLUS CORPORATION COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Link Plus Corporation Direct Competitors
- 5.2. Comparison of Link Plus Corporation and Direct Competitors Financial Ratios
- 5.3. Comparison of Link Plus Corporation and Direct Competitors Stock Charts
- 5.4. Link Plus Corporation Industry Analysis
  - 5.4.1. Industry Snapshot
  - 5.4.2. Link Plus Corporation Industry Position Analysis

## **6. LINK PLUS CORPORATION NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. LINK PLUS CORPORATION EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. LINK PLUS CORPORATION ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. UNITED STATES PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

## **10. LINK PLUS CORPORATION IFE, EFE, IE MATRICES<sup>2</sup>**

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

## **11. LINK PLUS CORPORATION PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. LINK PLUS CORPORATION VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

Link Plus Corporation Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit  
Profit Margin Chart  
Operating Margin Chart  
Return on Equity (ROE) Chart  
Return on Assets (ROA) Chart  
Debt to Equity Chart  
Current Ratio Chart  
Link Plus Corporation 1-year Stock Charts  
Link Plus Corporation 5-year Stock Charts  
Link Plus Corporation vs. Main Indexes 1-year Stock Chart  
Link Plus Corporation vs. Direct Competitors 1-year Stock Charts  
Link Plus Corporation Article Density Chart

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.

## List Of Tables

### LIST OF TABLES

Link Plus Corporation Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Link Plus Corporation Key Executives  
Link Plus Corporation Major Shareholders  
Link Plus Corporation History  
Link Plus Corporation Products  
Revenues by Segment  
Revenues by Region  
Link Plus Corporation Offices and Representations  
Link Plus Corporation SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
Link Plus Corporation Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Link Plus Corporation Capital Market Snapshot  
Link Plus Corporation Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Industry Statistics



Link Plus Corporation Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
Link Plus Corporation Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## 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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