

Madge Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Madge Limited 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 Madge Limited. 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 Madge Limited 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 Madge Limited 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 Madge Limited business.

About Madge Limited

Madge Networks N.V is a public Dutch limited liability company incorporated in 1993 under the laws of and domiciled in The Netherlands. The company provides advanced networking product solutions to large enterprises and in Token Ring networking. The Company operated through three subsidiary groups until April 2001: Madge.connect, Red-M and Madge.web. Madge.connect supplies Token Ring LAN product solutions for mission-critical enterprise networks. Red-M develops and supplies wireless networking product and software solutions that enable access to a range of voice, video and data from a range of mobile devices and manage the connectivity of mobile devices into fixed networks. Madge.web provides content applications, content distribution and managed network services.

The Company began as a developer and supplier of Token Ring Adapter cards and quickly expanded in this market place to supply Token Ring hubs and switches. Following two acquisitions the company expanded its business to include Ethernet switching products (Lannet) and video networking and ISDN products (Teleos) to complement its initial Token Ring product offering.

In May 2000, the company launched Red-M as a developer of Bluetooth networking solutions. On April 12, 2001, the company secured additional funding for Red-M from

Apax Partners Funds, a private equity firm, and Amadeus Capital Partners, a venture capital firm specializing in new technology (collectively, the Red-M Investors).

Since April 12, 2001 Red-M is no longer a subsidiary of the Madge group but is classified as an associated company.

Madge Networks

Madge Networks supplies Token Ring local area network products that provide product solutions for customers with mission-critical enterprise networks. Customers do not need to radically redesign or replace their existing Token Ring network to have the benefit of latest generation technology. Madge is committed to supporting ongoing needs of Token Ring customers throughout the world.

Token Ring Solutions

Token Ring is a Local Area Network (LAN) technology that enables customers to interconnect computer and computer communications equipment in order that they can communicate electronically, access external services and share data and common resources, such as printers.

The Company provides Token Ring users product solutions for their LAN infrastructure, from the desktop through to the backbone. The Company's portfolio of Token Ring products and customer base was increased significantly with the acquisition of the Token Ring business of Olicom A/S in August 1999.

Token Ring Adapter Cards

The Company provides Token Ring adapter cards for workstations, servers and mobile users. Adapter cards plug into an expansion bus of a personal computer, workstation or server to provide the physical connection to the network cable and to control data exchange over the network. The Company delivers a range of Token Ring adapter cards for the major industry standard PC bus architectures (PCI, PCMCIA and Cardbus). The Company's adapter range, offering high performance and high functionality Token Ring connectivity, comprises the following products:

The Smart MK4 PCI Adapter, which provides Token Ring connectivity at 4Mbps, 16Mbps and 100Mbps (100Mbps Token Ring is sometimes referred to as HSTR or High Speed Token Ring).

The Rapidfire 3140V2 16/4 TR PCI Adapter offers more cost-effective Token Ring connectivity at 16Mbps and 4Mbps. To further address customer demand for low profile applications, the company introduced the Rapidfire 3140 Low Profile PCI Adapter in the first quarter of 2002.

The Smart 16/4 PCMCIA, the Smart 16/4 Cardbus MK2 and the Gocard 3221 (PCMCIA) adapters provide connectivity at 16Mbps and 4Mbps for Mobile (Laptop) computers.

During the fourth quarter of 2001, the company announced its Linux Open Source driver software. This allows the Linux development, support and appliance community and Linux customers to better take advantage of Token Ring by being able to create and support their Linux Token Ring applications. The company also announced the availability of ready-to-run drivers for later Linux revisions for t

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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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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