

# Mediagrif Interactive Technologies Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Mediagrif Interactive Technologies 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 Mediagrif Interactive Technologies Inc. and its competitors. This provides our Clients with a clear understanding of Mediagrif Interactive Technologies Inc. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Mediagrif Interactive Technologies 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 Mediagrif Interactive Technologies 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 Mediagrif Interactive Technologies 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 Mediagrif Interactive Technologies 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 Mediagrif Interactive Technologies Inc. business.

### **About Mediagrif Interactive Technologies Inc.**

Mediagrif Interactive Technologies Inc., through its subsidiaries, develops, owns, and operates e-business networks; and provides B2B e-commerce and e-business solutions. Its e-business networks operate as Web platforms with in specific business sectors, enabling trade between corporate buyers and suppliers and helping them to find, purchase and sell products, to exchange information and to access business opportunities. The international client base of Mediagrif includes small and medium businesses, large companies, as well as government agencies. The company provides solutions for business involved in electronics components, computer equipment, telecommunications medical equipment, truck and heavy equipment, aftermarket automotive parts, wine and spirits, jewelry, e-tendering, e-publishing government business intelligence, and construction.

### **SERVICE OFFERINGS**

Electric Components Industry: THE BROKER FORUM

The Broker Forum ([www.brokerforum.com](http://www.brokerforum.com)) provides a unified and neutral network where distributors and brokers of electronic components identify, locate and trade electronic components. The products available through TBF range from integrated chips to diodes to transistors.

#### Computer Equipment Industry: POWER SOURCE ON-LINE

Power Source On-Line ([www.powersourceonline.com](http://www.powersourceonline.com)) provides a unified network where dealers, resellers, brokers, service companies, 'OEM's' and multi-vendor service organizations, also known as 'MVSOs', can buy and sell new, used, refurbished, end-of-life and hard-to-find computer parts and peripherals. In addition to computer equipment, PSO also offers such products as printers, laptops, notebooks and networking equipment.

#### Telecom Equipment Industry: TELECOM FINDERS

Telecom Finders ([www.telecomfinders.com](http://www.telecomfinders.com)), a division of PSO, provides a unified network where dealers, resellers, interconnects, brokers, Telco's and OEM's can buy and sell new, used, refurbished and out of service hard-to-find parts, systems and equipment for the telecom industry. The products offered on TF include telephone key systems, private-branch exchange systems, also known as 'PBX', voice processing equipment, central office equipment, datacom and outside plant equipment.

#### Medical Equipment Industry: MEDICAL EQUIPMENT FINDERS

Medical Equipment Finders ([wwwmedicalequipmentfinders.com](http://wwwmedicalequipmentfinders.com)), a division of TBF, provides an online network for dealers, resellers, brokers, service organizations and hospital buyer groups looking to buy or sell used, refurbished and surplus medical systems, parts and equipment.

#### Automotive Parts Industry: CARRUS TECHNOLOGIES

Carrus ([www.carrustechnologies.com](http://www.carrustechnologies.com)) offers automated business solutions for the automotive aftermarket industry through a suite of software for all segments of the industry.

#### Truck and Heavy Equipment Parts Industry: TRUCK PARTS LOCATOR

The Truck Parts Locator ([www.truckpartslocator.com](http://www.truckpartslocator.com)), a division of TBF, provides an e-

business network, which assists registered member companies in buying and selling second-hand, rebuilt and new parts for medium and heavy duty equipment such as truck and bus fleets, construction, mining, framing and material handling equipment.

#### Equipment Trade-In: MARKET VELOCITY

Market Velocity ([www.marketvelocity.com](http://www.marketvelocity.com)) provides an online equipment trade-in, recycle, donation and promotion solution that gives clients the tools and resources needed to implement automated equipment upgrade programs that motivate end users (consumers, corporate, and resellers) to replace old equipment faster. MVI's solutions are being utilized by companies in the computer and telephony industry but may be applied to other industries.

#### Wine and Spirits Industry: GLOBAL WINE & SPIRITS

Global Wine & Spirits ([www.globalwinespirits.com](http://www.globalwinespirits.com)) offers e-business network solutions targeting the needs of various participants in the wine industry, including producers, merchants, distributors, wholesalers and agents. GWS also operates The Wine Traders Club, a B2B international on-line trading exchange of fine and rare wines.

#### Diamonds, Color Stones and Jewelry: POLYGON

Polygon ([www.polygon.net](http://www.polygon.net)) allows its members to buy and sell diamonds, jewelry, color stones

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?

## I would like to order

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