

## Melco Crown Entertainment Ltd. Due Diligence Report Including Financial, SWOT, Competitors and Industry Analysis

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Melco Crown Entertainment Ltd. Due Diligence 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 Melco Crown Entertainment Ltd. and its competitors. This provides our Clients with a clear understanding of Melco Crown Entertainment Ltd. position in the **Restaurants and Leisure Industry**.

- The report contains detailed information about Melco Crown Entertainment 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 Melco Crown Entertainment 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 Melco Crown Entertainment 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 Melco Crown Entertainment 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 Melco Crown Entertainment Ltd. business.

### About Melco Crown Entertainment Ltd.

Melco Crown Entertainment Limited, through its subsidiary, Melco Crown Gaming (Macau) Limited, engages in the development, ownership, and operation of casino gaming and entertainment resort facilities in Macau.

### Operations

## City of Dreams

City of Dreams, an integrated urban entertainment resort development, is a 'must experience' destination in Macau since. The resort brings together a collection of brands, such as Crown, Grand Hyatt, Hard Rock, and Dragone to create a guest experience that appeals to a spectrum of visitors from around Asia and the world. The initial opening of City of Dreams featured a 420,000 square feet casino with approximately 500 gaming tables and approximately 1,300 gaming machines; approximately 20 restaurants and bars; an array of sought-after retail brands; and The Bubble, an iconic and spectacular audio visual multimedia experience. The Crown Towers and the Hard Rock Hotel offer approximately 300 guest rooms each. Grand Hyatt Macau offers approximately 800 guest rooms. A second planned phase of development at City of Dreams would feature an apartment hotel consisting of approximately 800 units.

## Altira Macau

Altira Macau is designed to provide a luxurious casino and hotel experience which is primarily tailored to meet the cultural preferences and expectations of Asian rolling chip customers and the gaming promoters who collaborate with Altira Macau. The casino at Altira Macau has approximately 183,000 square feet of gaming space and features approximately 210 gaming tables. The multi-floor layout provides general gaming areas as well as limited access high-limit private gaming areas and private gaming rooms catering to patrons. Altira Hotel is located within the 38-story Altira Macau. The top floor of the hotel serves as the hotel lobby and reception area, providing guests with sweeping views of the surrounding area. The hotel comprises approximately 216 deluxe rooms, including 24 suites and 8 high end villas and features a luxurious interior design. Various restaurants and dining facilities are available at Altira Macau, including Tenmasa, a Japanese restaurant in Tokyo, Chinese and international restaurants, dining areas and restaurants focused around the gaming areas, and a range of bars across multiple levels of the property. Altira Hotel also offers non-gaming entertainment venues, including a spa, gymnasium, outdoor garden podium, and a sky terrace lounge.

## Mocha Clubs

Mocha Clubs consists of 8 clubs with a total of approximately 1,500 gaming machines, each club with an average of approximately 187 gaming machines and gaming space ranging from approximately 5,000 square feet to 15,000 square feet. The company's Mocha Club gaming facilities include the latest technology for gaming machines and offer both single player machines with various games, including progressive jackpots, and multi-player games where players on linked machines play against each other in electronic roulette, baccarat and sicbo, a traditional Chinese dice game. Mocha Clubs focus on mass market and casual gaming patrons, including local residents and day-trip customers, outside the conventional casino setting. As of December 31, 2009, Mocha had 1,561 gaming machines in operation.

## Taipa Square Casino

Taipa Square Casino has approximately 18,300 square feet of gaming space and features approximately 31 gaming tables servicing mass market patrons. Taipa Square Casino operates within Hotel Taipa Square located on Taipa Island, opposite the Macau Jockey Club.

## Development Projects

Macau Studio City Project: Melco Crown Gaming has entered into a services agreement with New Cotai Entertainment and New Cotai Entertainment, LLC, under which Melco Crown Gaming would operate the casino portions of the Macau Studio City project, an integrated gaming, retail, and entertainment resort development. The project is being developed by a joint venture between eSun Holdings Limited, CapitaLand Integrated Resorts Pte Ltd and New Cotai Holdings, LLC.

## Competition

The company competes with Sociedade de Jogos de Macau, S.A (SJM); Wynn Resorts (Macau), S.A.; Galaxy; The Venetian Macau Limited; MGM Grand Paradise; Las Vegas Sands Corporation; and Genting International Bhd. Its regional competitors also include Crown's Crown Casino Melbourne and Burswood Casino in Australia.

## History

The company was incorporated in 2004. It was formerly known as Melco PBL Entertainment (Macau) Limited and changed its name to Melco Crown Entertainment Limited in 2008.

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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