

# Mobilepro Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Mobilepro Corp. 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 Mobilepro Corp. and its competitors. This provides our Clients with a clear understanding of Mobilepro Corp. position in the [Communication Services](#) Industry.

The report contains detailed information about Mobilepro Corp. 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 Mobilepro Corp.. 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 Mobilepro Corp. 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 Mobilepro Corp. 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 Mobilepro Corp. business.

## **About Mobilepro Corp.**

Mobilepro Corp., together with its subsidiaries, provides integrated communications services to residential customers and small to medium-sized businesses in the United States.

### **Voice Services**

### **Integrated Telecom Business**

Through its subsidiaries, CloseCall and AFN, the company offers its customers various telecommunications products and services, including local, long-distance, digital wireless, digital telephone (voice over Internet protocol, or VoIP), and dial-up and DSL Internet services.

In 2007, CloseCall acquired mobeo Wireless reseller assets from TeleCommunication Systems, Inc. (TCS), including approximately 7,000 cellular telephone service contracts and certain related net assets. This transaction enables CloseCall to sell RIM Blackberry products and network access to enterprise and retail subscribers nationwide.

### **Services**

This portion of its voice business segment provides service to approximately 83,358 equivalent subscriber lines, including approximately 70,533 local and long distance lines. This business also has approximately 7,876 cell phone and Blackberry subscribers. The majority of its customers of CloseCall are residential.

**Bundled Services Approach:** The Integrated Telecom Business offers integrated communications services in a high-quality bundle to residential customers and small to medium-sized businesses at attractive prices. It provides a package of local telephone, long distance, Internet access, and other integrated communications services.

**Local Services:** The Integrated Telecom Business offers a range of local services, including local access services, voicemail, universal messaging, directory assistance, call forwarding, return call, hunting, call pick-up, repeat dialing and speed dialing services. It provides local services primarily over local connections utilizing Incumbent Local Exchange Carrier (ILEC) facilities.

**Long Distance Services:** The Integrated Telecom Business offers both domestic and international switched and dedicated long distance services, including '1+' outbound dialing, inbound toll-free and calling card services. Many of its customers prefer to purchase long distance services as part of a bundle that includes some of its other integrated communications services offerings.

**Blackberry PDA Services:** With the acquisition of subscribers from TCS and the assignment of the master supply agreement between TCS and Research in Motion Corporation, CloseCall provides this popular personal data assistant (PDA) service and supply Blackberry equipment, accessories, software and support contracts to its customers.

**High Speed Internet Access via Digital Subscriber Line:** The Integrated Telecom Business offers xDSL combined with its local access service in selected markets. DSL technology provides continuous high-speed local connections to the Internet and to private and local area networks.

**Internet Access:** The Integrated Telecom Business offers dial-up and broadband Internet access utilizing multiple wholesale vendors and also offer its five times (5X) traditional dial-up speeds in select locations.

**Digital Wireless Phones:** The Integrated Telecom Business offers digital wireless phone

services in many of its target markets. The company believes that CloseCall is one of the few companies that have the capability to add wireless service to an existing customer invoice.

Digital Wireless Data: The Integrated Telecom Business offers digital wireless data services in many of its target markets.

Digital Broadband Phones via Voice over IP (VoIP): The Integrated Telecom Business offers digital phones for customers that have access to high-speed Internet connections utilizing VoIP technologies provided by several third-party VoIP service providers.

### Payphone Services

The company's subsidiary, Davel, operates as an independent payphone service provider in the United States. As of March 31, 2008 Davel owned and operated pay telephones located in the State of Ohio. Davel's installed payphone base generates revenue through coin calls (local and long-distance), non-coin calls (calling card, credit card, collect, and third-party billed calls using the company's pre-selected operator services providers) and dial-around calls (utilizing a 1-800, 1010XXX or similar 'toll free' dialing method to select a carrier other than the company's pre-selected carrier).

### ProGames Network, Inc.

ProGames was formed by Mobilepro in order to focus on the development of tools, content and specialized connectivity for online and mobile gamers. ProGames has launched its Website, [www.progamesnetwork.com](http://www.progamesnetwork.com), where visitors may obtain an understanding about the type of exclusive content and online games that ProGames offers. ProGames is in the business of providing online gamers with a new and unique offering of content, news, original games, social networking and special connectivity.

### Geographic Markets

Through its Integrated Telecom Business, the company provides service to customers located throughout the United States with concentrations in California, Kansas, Maryland, Missouri, New Jersey, Pennsylvania and Texas. The company's pay telephone business is concentrated in the State of Ohio.

### Competition

The company's competitors include Verizon, AT&T, Sprint, Qwest, Comcast, Vonage or Skype, and T-Mobile.

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 3×3 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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