

Net Serviços de Comunicação Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/NA8F6D8411DBEN.html>

Date: July 2024

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: NA8F6D8411DBEN

Abstracts

Net Serviços de Comunicação 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 Net Serviços de Comunicação and its competitors. This provides our Clients with a clear understanding of Net Serviços de Comunicação position in the [Media](#) Industry.

The report contains detailed information about Net Serviços de Comunicação 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 Net Serviços de Comunicação. 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 Net Serviços de Comunicação 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 Net Serviços de Comunicação 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 Net Serviços de Comunicação business.

About Net Serviços de Comunicação

Net Servicos de Comunicacao S.A. operates as a multiservice company in the pay-television and broadband Internet industries in Brazil.

As of December 31, 2009, the company had 3.7 million pay-television connected subscribers in 93 locations in Brazil, including in Sao Paulo and Rio de Janeiro. The company provides cable modem Internet access in Brazil through its NET Virtua service, which had 2.9 million subscribers as of December 31, 2009.

The company also provides fixed line telephony through its NET Fone through Embratel Participacoes S.A., (Embratel) service, which had 2.6 million subscribers as of December 31, 2009. As of December 31, 2009, its network of coaxial and fiber-optic cable covered approximately 61,000 kilometers and passed approximately 10.8 million homes of which approximately 7.8 million belong to high and middle income classes and approximately 79% of such network had two-way communication capability.

The company's principal services include pay-television and pay-per-view programming under the 'NET' brand name, digital cable under the 'NET Digital' brand name, high-definition cable television combined with digital video recorder under the 'NET Digital HD MAX' brand name, broadband Internet service under the 'NET Virtua' brand name

and fixed line telephony service under the 'NET Fone Via Embratel' brand name.

Services

The company offers its customers pay-television services and programming, as well as high bandwidth services, such as its broadband Internet services and telephony services. The company offers triple play, a bundle of cable television, broadband Internet and fixed line telephony services. As of December 31, 2009, the company had 3.7 million pay-television subscribers, 2.9 million broadband Internet subscribers and 2.6 million fixed line telephony subscribers.

Pay-Television

The company offers its pay-television services through the 'NET' brand name using its cable television network and through MMDS. It operates in 93 cities in Brazil, including Sao Paulo, Rio de Janeiro, Belo Horizonte, Porto Alegre, Recife, Brasília, Goinia, Curitiba and Florianopolis.

Programming Packages

The company offers its pay-television service through various programming packages that provide its customers with various price points and channel selection. It divides its packages into three categories, including top, which includes the Total and Família packages; intermediate, which includes the Atualidade, Estilo and Diversao packages; and basic, which is represented by the Compacto package.

The company offers digital cable services to its subscribers in 43 cities under the 'NET Digital' brand name. Its digital cable services carry more channels than its analog programming packages. In addition, digital cable allows for broadcasting and enables the company to offer near video-on-demand, a service that offers movies at multiple times in short intervals. The company offers high-definition cable television services under the 'NET Digital HD MAX' brand name.

The company's programming packages include the programming the company purchase, as well as other channels that the company is required to provide. These required channels include free broadcast television stations available in the service area in which a subscriber resides and government public service channels that are available nationwide.

Pay-Per-View Alternatives

In addition to the programming packages, the company also offers pay-per-view alternatives. These include various sporting events, musical concerts by national and international artists, and movies. The sporting events include broadcast rights to the Brazilian Soccer Championship and certain State Soccer Championships, such as the São Paulo Soccer Championship.

Programming Sources

The company has a programming agreement with Net Brasil S.A., or Net Brasil, whereby it obtains all of its programming from Brazilian sources through Net Brasil and all international content from sources outside of Brazil, for its own account and benefit.

The company has a licensing agreement with Net Brasil, whereby Net Brasil grants it the right to use the NET brand name.

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?

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