

# **New Oriental Education & Technology Group Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

New Oriental Education & Technology Group 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 New Oriental Education & Technology Group and its competitors. This provides our Clients with a clear understanding of New Oriental Education & Technology Group position in the [Diversified Services](#) Industry.

The report contains detailed information about New Oriental Education & Technology Group 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 New Oriental Education & Technology Group. 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 New Oriental Education & Technology Group 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 New Oriental Education & Technology Group 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 New Oriental Education & Technology Group business.

### **About New Oriental Education & Technology Group**

New Oriental Education & Technology Group Inc. provides private educational services primarily in the People's Republic of China. The company offers a range of educational programs, services, and products consisting primarily of English and other foreign language training, test preparation courses for major admissions and assessment tests in the United States, China, and Commonwealth countries, primary and secondary school education, development and distribution of educational content, software and other technology, and online education.

The company provides educational services under its 'New Oriental' brand. As of May 31, 2009, the company had approximately 1,519,000 student enrollments, including approximately 937,000 student enrollments in its language training programs and approximately 582,000 student enrollments in its test preparation courses. The company delivered its educational programs, services, and products to students through a physical network of 48 schools, 222 learning centers and 24 bookstores operated by the company as of May 31, 2009, approximately 5,000 third-party bookstores and

approximately 5,200 teachers in 42 cities, as well as through its virtual online network, which has approximately 4.5 million registered users.

## Programs, Services and Products

The company provides various educational programs, services and products intended to address the needs of its students. It delivers education to its students primarily in traditional classroom settings and also through online instruction. Its program, service and product offerings are generally divided into six areas: language training; test preparation; primary and secondary school; educational content, software and other technology development and distribution; online education; and other services and products.

## Language Training Courses

The company's language training courses primarily consist of various types of English language training courses. It also provides training courses for other foreign languages, including German, Japanese, French, Korean, and Spanish. As of May 31, 2009, it had approximately 937,000 student enrollments in its language training courses.

The company offers English to students of all age groups and with various motivations for learning English. It categorizes its English language training courses into various areas: English for adults; English for children, including 'Pop Kids' English program; English for middle school and high schools students; and 'Elite English' for high-income adults and children of high-income families.

**English for Adults:** The company's English for adults program offers courses designed to teach and improve college and other adult students' English writing, reading, listening and speaking skills. Its schools and learning centers also have language labs at which its students can listen to and recite spoken passages on CDs and audio tapes to improve their listening and speaking skills. It also offers condensed versions of its courses, in particular during the summer months when various academic institutions are on summer break. As of May 31, 2009, it had approximately 278,000 student enrollments in its English for adults courses.

**English for Children:** The company established its English for children program for children in kindergarten through grade six. It designed its English for children program based upon various principles, including: it uses localized materials originally published by international education content providers and publishers while taking into account the

local public schools' curricula, the skills and abilities of the individual child and adapting to particular needs; it assists students in mastering the basics of the language in various fun ways, including interactive games, activities and cultural studies; and the company gives children a passion for learning the language and guide and inspire them to develop their self-learning abilities. As of May 31, 2009, the company had approximately 308,000 student enrollments in its English for children program.

English for Middle School and High School Students: The company's English language training courses f

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.

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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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