

# **NIVS IntelliMedia Technology Group, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

NIVS IntelliMedia Technology Group, 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 NIVS IntelliMedia Technology Group, Inc. and its competitors. This provides our Clients with a clear understanding of NIVS IntelliMedia Technology Group, Inc. position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about NIVS IntelliMedia Technology Group, 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 NIVS IntelliMedia Technology Group, 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 NIVS IntelliMedia Technology Group, 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 NIVS IntelliMedia Technology Group, 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 NIVS IntelliMedia Technology Group, Inc. business.

### **About NIVS IntelliMedia Technology Group, Inc.**

NIVS IntelliMedia Technology Group, Inc. engages in the design, manufacture, marketing, and sale of consumer electronic products. The company's products primarily consist of audio and video products, including digital audio systems, televisions, digital video broadcasting (DVB) set-top boxes, DVD players, as well as audio/video peripheral and accessory products.

The company's products are distributed worldwide, including markets in Europe, Southeast Asia, and North America.

#### **Products**

##### **Audio and video products**

As of December 31, 2009, the company's standard audio and video products include approximately 500 different products and its intelligent audio and video products include approximately 150 products. As of December 31, 2009, its standard audio and video

products include approximately 500 different products and its intelligent audio and video products include approximately 150 products.

The company's line of standard audio and video equipment consists of mid- and high-end products, including packaged home theater systems; a range of tower, stand-alone and on-wall speaker systems; powered subwoofers used in a complete range of products for traditional stereo and home theater applications; smaller speakers designed for specific home theater and stereo applications; personal shelf-stereo systems; KTV, Villa, and electronic tube speakers; LCD televisions in sizes ranging from 17 to 52 inches; LED televisions, portable televisions; DVD players, including portable DVD players, DVD recorders and combination DVD/audio players; DVB set-top boxes, DVB satellite receivers; hi-fi multi-media speakers; in-car Bluetooth speakerphones, all-in-one PC/TV; and related peripheral and accessory products.

The company's video and audio products utilize Mandarin-speech interactive technology to receive, recognize, and respond to spoken commands, permitting users to activate and control products solely through spoken-word.

The company's line of intelligent audio and video products consist of the types of standard products with integrated speech-controlled interface technology, including speech-controlled home theater systems, televisions, DVD players, set-top boxes, and shelf stereo systems. Its intelligent consumer products can be controlled by users' oral commands to control all functions, including power, channel selection, volume control, and other setting controls. The company also offers speech-controlled professional stage acoustics for use in gymnasiums, and other plazas and performance venues.

The company also manufactures and distributes other peripheral and accessory consumer electronic products, such as remote controls, headphones, and lighting solutions. It has a universal speech-activated remote controller and module that works with most televisions, set-top box products, DVD players, and other audio/visual products.

#### Mobile phone products

In September 2009, the company was granted a license to manufacture mobile phones by the Ministry of Industry and Information Technology. With a new license, the company is authorized to operate mobile phone manufacturing business in mainland China under the 'NIVS' brand name.

The company's mobile phones are equipped with features such as e-mail and multimedia messaging, touchscreen and PDA functionality, large CSTN (Color Super Twisted Nematic) and TFT (Thin Film Transistor) dual-color displays, MP3/MP4 audio and video recording and playing, and high resolution photography. The company also intends to offer other 3G communication products, such as 3G netbooks, 3G web surfing cards, 3G routers, 3G webcams.

### Strategic Alliances

In December 2009, the company entered into a strategic partnership arrangement with China Potevio pursuant to which it would collaborate with Potevio for the development of a 3G mobile phone, as well as the application of China Potevio's TD-SCDMA wireless products and solutions.

### Sales and Marketing

The company has a sales network of approximately 8,000 points of sale in China, in addition to distributors throughout approximately 80 countries and regions around the world. Its distribution network includes provincial and regional distributors, resellers, independent vendors, value-added resellers, and hardware vendors in addition to other marketplace points of sales. The company has approximately 300 service stations throughout China, in addition to a 24-hour/7 days-a-week telephone hotline. It has also set up 23 regional service centers in Europe, Southeast Asia, and North America to better serve international clients.

### Competition

The company competes with companies that offer products similar to its standard audio and video consumer products including SAMSUNG Electronics, Bose Corporation, LG Electronics, Matsushita Electric Industrial Co., Ltd., and Toshiba Corporation. It also competes with companies that offer products similar to its intelligent audio and video products including Nuance Communications, Inc., Fonix Corporation, International Business Machines Corporation, Microsoft Corporation, Koninklijke Philips Electronics N.V., Haier Electronics Group Co., Ltd., Anhui USTC iFLYTEK Co., Ltd., and Shenzhen SinoVoice Digital Technology Co., Ltd.

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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