

# Northgate Technologies Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Northgate Technologies Limited 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 Northgate Technologies Limited and its competitors. This provides our Clients with a clear understanding of Northgate Technologies Limited position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Northgate Technologies Limited 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 Northgate Technologies Limited. 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 Northgate Technologies Limited 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 Northgate Technologies Limited 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 Northgate Technologies Limited business.

## **About Northgate Technologies Limited**

Northgate Technologies Limited provides information technology (IT) and online advertising services. The company operates primarily in India; Singapore; the United States of America; Europe; and Hong Kong.

Ziddu.com

It is a file hosting and sharing portal in ten languages, including English, Thai, Spanish, Brazilian Portuguese, European Portuguese, Chinese Simplified, and Chinese Traditional. Ziddu.com offers free file sharing services, including Audio and Videos files along with Documents and Images. It enables users to create and share Photo, Audio and Video Albums. Ziddu.com members can send Greetings in a personalized manner by using photographs in greetings.

Bharatstudent.com

Bharatstudent.com offers various features for young Indians, such as Study Abroad, Fresher Jobs, Campus Events, and Student Educational. Bharatstudent.com is a social networking, social utility and social media portal designed to connect young Indians

across India and abroad.

#### Globe7.com

Globe7.com provides Online Communication and Infotainment services, such as Instant Messaging, Short Messaging, Net Telephony, Video Streaming, Global Content Delivery, Gaming, Social Networking, and Advertisement Management & Delivery. Globe7.com is available in 6 languages English, Chinese, Italian, Thai, Spanish and French. The company hosts private-label versions of its Globe7 soft phone for third-party customers.

#### Egglad.com

Egglad.com is an e-commerce and PC-gaming portal to build an online community of gaming enthusiasts. Egglad.com is available in English and Chinese languages. Egglad.com offers free playing of approximately 570 variety of games for all age groups. Egglad.com users can play games and purchase products. Egglad.com is designed to attract both Advertisers and e-Commerce vendors seeking large audience for their products.

#### Longhaier.com

It is social networking Website, which provides billboards and message boards, File sharing and Games. Longhaier.com delivers a range of information on Study Abroad, Scholarship opportunities and student jobs. Longhaier.com offers a common platform for teenagers and students to share their lives and communicate with each other using Internet technologies. Longhaier.com is an educational and entertaining Web portal allocated to Chinese Internet users.

#### Axill

The company monetizes Web traffic through Internet Advertising under its product name Axill, which provides targeted online advertising campaigns, generating measurable consumers exposures, leads and sales based on tracking. Axill's publisher includes various third party Internet properties, including Web portals, category specific content Websites, general commerce Websites and desktop marketing application. Axill provides various advertising solutions and services to the advertisers by tracking impressions, clicks, actions, leads and sales. Axill monetizes Web traffic through Banner ads, Pop-Ups, and Video Ads.

## Strategic Partnership

The company, through its strategic partnership agreements, provides services to Web communities such as: Sina.com.hk (Hong Kong), The (Thailand), Sinchew-I (Malaysia), The star (Malaysia), and hmetro (China). It is implementing partnership programs in Taiwan and Korea. It has strategic partnerships with Bangkokpost.com, Chinatimes.com, and nst.com.

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.  
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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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