

# Philippine Long Distance Telephone Co. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/PB9D6808797BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: PB9D6808797BEN

## Abstracts

Philippine Long Distance Telephone Co. 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 Philippine Long Distance Telephone Co. and its competitors. This provides our Clients with a clear understanding of Philippine Long Distance Telephone Co. position in the [Communication Services](#) Industry.

The report contains detailed information about Philippine Long Distance Telephone Co. 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 Philippine Long Distance Telephone Co.. 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 Philippine Long Distance Telephone Co. 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 Philippine Long Distance Telephone Co. 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 Philippine Long Distance Telephone Co. business.

## **About Philippine Long Distance Telephone Co.**

Philippine Long Distance Telephone Company provides telecommunications services in the Philippines.

### Segments

The company operates in three segments, Wireless, Fixed Line, and Information and Communications Technology (ICT).

### WIRELESS

The Wireless segment provides cellular, wireless broadband, satellite and other services through its wireless business segment.

### Cellular Service

The company's cellular business, which it provides through Smart Communications, Inc.

(Smart) and Connectivity Unlimited Resources Enterprises (CURE), to approximately 41 million subscribers, is focused on providing wireless voice communications, wireless data communications (primarily through text messaging), and various other value-added services (VAS), which include Smart Money; specialized content, such as ringtones, logos, and caller ringback tunes; Mobile Banking (banking services delivered over the cellular network); international roaming; and games and other VAS developed on Smart's platform.

**Service Plans:** Smart markets nationwide cellular communications services under the brand names Smart Buddy, Talk 'N Text, Smart Gold and Smart Infinity, while CURE offers Red Mobile. Smart Buddy, Talk 'N Text and Red Mobile are prepaid services while Smart Gold and Smart Infinity are postpaid services, which are all provided through Smart's digital network.

**Voice Services:** Cellular voice services comprise voice traffic and voice VAS, such as voice mail and international roaming.

**Data Services:** The data services include text messaging-related services and other data VAS.

The company also offers the following value-added cellular services:

Smart Money, launched in conjunction with MasterCard, enables subscribers to pay for their purchases by transferring money from their bank accounts to their Smart Money cards, reload their prepaid cards electronically, as well as download specialized content, such as ringtones, logos, caller ringback tunes, and games;

Mobile Banking, launched in collaboration with various banks, allows subscribers to execute banking transactions, such as balance inquiries and transfers over their mobile telephones; and

Smart Padala is the cash remittance service through text. It was launched initially as an international remittance service for overseas Filipino workers but is available for domestic remittances as well.

#### Wireless Broadband, Satellite and Other Services

The company provides wireless broadband, satellite and other services through Smart Broadband, Inc. (SBI) and Primeworld Digital System, Inc. (PDSI); its wireless broadband service providers, Wolfpac Mobile, Inc. (Wolfpac) and Chikka Holdings

Limited (Chikka); and its wireless content operators, Mabuhay Satellite Corporation (Mabuhay Satellite) and ACeS Philippines Cellular Satellite Corporation (ACeS Philippines).

**SBI:** Through SBI, the company is engaged in providing wireless broadband and data services under the brand name Smart Bro to residential consumers as well as small and medium-scale enterprises in the Philippines. As of December 31, 2009, SBI had 1,037,720 wireless broadband subscribers.

**PDSI:** PDSI provides a suite of high-value IP-based products servicing corporate clients, such as wired and wireless leased line access with security and high availability option, managed services, VoIP and other value-added services, such as server co-location and data center services.

**Airborne Access:** Through Airborne Access, the company provides wireless Internet access in hotspots nationwide equipped with Airborne Access WiFi access points.

**Wolfpac:** Through Wolfpac, the company is engaged in the business of consumer mobile applications software development and consumer mobile content development and other allied services.

**Chikka:** Through Chikka, the company provides an Internet and GSM-based instant messaging facility for mobile users or subscribers. Services include personal computer to mobile instant text messaging and vice versa, text newsletter, text-based promotions, multi-media messaging, subscription-based services, and other mobile VAS.

**Mabuhay Satellite:** Mabuhay Satellite is engaged in the control and operation

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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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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