

Phonetime Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Phonetime 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 Phonetime Inc. and its competitors. This provides our Clients with a clear understanding of Phonetime Inc. position in the [Communication Services](#) Industry.

The report contains detailed information about Phonetime 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 Phonetime 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 Phonetime 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 Phonetime 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 Phonetime Inc. business.

About Phonetime Inc.

Phonetime Inc. provides wholesale long distance telephone services to North American and other international long distance carriers. Through its subsidiaries, the company also sells and markets long distance telephone services and calling cards to ethnic residential and small and medium business enterprise markets across Canada. As of December 31, 2008, it served approximately 250 carriers/customers. It also operated a network of 40 points of presence in Canada

Products and Services

The company markets prepaid long distance telephone calling cards. It also involves in the wholesale distribution of telecommunication services.

Prepaid Calling Cards

The company's calling cards provide customers with a single point of access to prepaid telecommunications services at a fixed rate charge per minute. Its services include domestic calling and international outbound long distance calling to approximately 150 countries. Its phone cards may also be recharged using a major credit card by calling into its call centre or over the Internet on its Web site (www.phonetime.com), allowing

the user to add minutes as needed without having to purchase a new calling card. Its phone cards can be used from any touch-tone phone in North America. It has a multilingual call centre, which provides services to its existing retail and wholesale customer base.

The company's primary marketing and distribution focus for its calling cards is to target consumers through major national and regional retailers and independent convenience stores, lottery centers, newsstands, and similar local owner-operator establishments throughout Canada with its own brands of calling cards. It has developed various national brands of phone cards, such as Chitchat, Bravo, Nuvo, and Eureka. In addition, it has developed various regional programs, such as its Whistlertime cards (sold in Whistler B.C.) and multicultural cards for specific ethnic markets, such as the Philippines, Russia, and Ukraine.

The company has sold private label and co-branded long distance calling cards to major national retail accounts, such as Blockbuster Canada, Staples/Business Depot, Future Shop, and Western Grocers. During 2008, the company sold approximately 2.5 million prepaid calling cards using various minutes of long distance calls.

Retail Residential and Subscription Services

The company, through its Call Select division, offers retail 1+ and Equal Access, and dial up Internet and high speed Internet subscription services that are marketed to various ethnic communities across Canada. These subscription services enable subscribers to make long distance calls from their homes, offices and cellular telephones, as well as from outside telephones, such as pay phones worldwide. Call Select has customer service representatives in call centers in Vancouver, Toronto, and Montreal that speak languages specific to various ethnic groups, including English, Farsi, Russian, Ukrainian, Czech, Romanian, Bulgarian, Punjab, Korean, Chinese, and Spanish.

Wholesale Services

The company provides call origination and delivery services on a wholesale basis for switchless long distance resellers and VoIP service providers in Canada and call delivery services for international carriers of various sizes who require this service for calls made to Canada originating on their networks. The company's wholesale services include unlimited flat rate T1 or DS3 Canada on-net origination/termination pricing; DID's for origination from 40 major Canadian urban areas (POPs) for calling cards, ANI

recognition, and residential VoIP customers; per minute rates for origination and termination over its Canadian and international network – either by NPA or for all POPs on the network, as well as worldwide A - Z termination; and toll free 800 origination.

The company's customers and suppliers include incumbent local exchange carriers competitive local exchange carriers, and public telephone and telegraph, as well as smaller regional carriers and VoIP start-ups.

Competition

The company competes with small providers, as well as dominant providers in Canada, including companies, such as Bell Canada; Telus Communications Inc.; Manitoba Telecom; Rogers Communications; Groupe Videotron Ltee; SaskTel; Aliant Inc.; IDT Corporation; and iBasis.

History

Phonetime Inc. was founded in 1994.

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.

Contents

RESEARCH METHODOLOGY

DISCLAIMER

1. PHONETIME INC. COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

2. PHONETIME INC. BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

3. PHONETIME INC. SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

4. PHONETIME INC. FINANCIAL ANALYSIS

- 4.1. Financial Statements
 - 4.1.1. Income Statement
 - 4.1.2. Balance Sheet
 - 4.1.3. Cash Flow
- 4.2. Financial Ratios
 - 4.2.1. Profitability
 - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

5. PHONETIME INC. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. Phonetime Inc. Direct Competitors
- 5.2. Comparison of Phonetime Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Phonetime Inc. and Direct Competitors Stock Charts
- 5.4. Phonetime Inc. Industry Analysis
 - 5.4.1. Communication Services Industry Snapshot
 - 5.4.2. Phonetime Inc. Industry Position Analysis

6. PHONETIME INC. NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

7. PHONETIME INC. EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. PHONETIME INC. ENHANCED SWOT ANALYSIS²

9. CANADA PESTEL ANALYSIS²

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

10. PHONETIME INC. IFE, EFE, IE MATRICES²

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

11. PHONETIME INC. PORTER FIVE FORCES ANALYSIS²

12. PHONETIME INC. VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

Phonetime Inc. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit
Profit Margin Chart
Operating Margin Chart
Return on Equity (ROE) Chart
Return on Assets (ROA) Chart
Debt to Equity Chart
Current Ratio Chart
Phonetime Inc. 1-year Stock Charts
Phonetime Inc. 5-year Stock Charts
Phonetime Inc. vs. Main Indexes 1-year Stock Chart
Phonetime Inc. vs. Direct Competitors 1-year Stock Charts
Phonetime Inc. Article Density Chart

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.

List Of Tables

LIST OF TABLES

Phonetime Inc. Key Facts
Profitability
Management Effectiveness
Income Statement Key Figures
Balance Sheet Key Figures
Cash Flow Statement Key Figures
Financial Performance Abbreviation Guide
Phonetime Inc. Key Executives
Phonetime Inc. Major Shareholders
Phonetime Inc. History
Phonetime Inc. Products
Revenues by Segment
Revenues by Region
Phonetime Inc. Offices and Representations
Phonetime Inc. SWOT Analysis
Yearly Income Statement Including Trends
Income Statement Latest 4 Quarters Including Trends
Yearly Balance Sheet Including Trends
Balance Sheet Latest 4 Quarters Including Trends
Yearly Cash Flow Including Trends
Cash Flow Latest 4 Quarters Including Trends
Phonetime Inc. Profitability Ratios
Margin Analysis Ratios
Asset Turnover Ratios
Credit Ratios
Long-Term Solvency Ratios
Financial Ratios Growth Over Prior Year
Phonetime Inc. Capital Market Snapshot
Phonetime Inc. Direct Competitors Key Facts
Direct Competitors Profitability Ratios
Direct Competitors Margin Analysis Ratios
Direct Competitors Asset Turnover Ratios
Direct Competitors Credit Ratios
Direct Competitors Long-Term Solvency Ratios
Communication Services Industry Statistics

Phonetime Inc. Industry Position
Company vs. Industry Income Statement Analysis
Company vs. Industry Balance Sheet Analysis
Company vs. Industry Cash Flow Analysis
Company vs. Industry Ratios Comparison
Phonetime Inc. Consensus Recommendations¹
Analyst Recommendation Summary¹
Price Target Summary¹
Experts Recommendation Trends¹
Revenue Estimates Analysis¹
Earnings Estimates Analysis¹
Historical Surprises¹
Revenue Estimates Trend¹
Earnings Estimates Trend¹
Revenue Revisions¹

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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