

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

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## Abstracts

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

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

## **About Quebecor Inc.**

Quebecor Inc., through its subsidiaries, operates as a communications company primarily in Canada, the United States, Europe, and Latin America, India.

### Segments

The company operates in five segments: Cable, Newspapers, Broadcasting, Leisure and Entertainment, and Interactive Technologies and Communications.

### CABLE SEGMENT

This segment offers pay television, Internet access, cable telephony and mobile wireless telephony services. The company's cable licenses include licenses for the greater Montréal area. Through Quebecor Media, the company owned, as of December 31, 2008, all of the equity and voting interests in Videotron.

As of December 31, 2008, the company had approximately 1.7 million basic cable customers. Through its broadband coverage, the company also offers digital television and cable Internet access services to approximately 99% of its total homes passed. The company also offers Mobile Virtual Network Operator-based (MVNO-based) mobile

wireless telephony services utilizing the GSM/GPRS network of Rogers Wireless Inc. (Rogers Wireless), a subsidiary of Rogers Communications Inc.

The company offers its products and services, which include video-on-demand and selected interactive television services, as a bundled package. Through Le SuperClub Videotron, the company also operates the chain of video and video game rental stores in Québec, with a total of 246 retail locations (of which 208 are franchised).

## Products and Services

The company offers its customers analog cable television services and programming, as well as new high-bandwidth products and services, such as cable Internet access, digital television, premium programming and selected interactive television services. The company offers cable telephony service in Québec.

**Traditional Cable Television Services:** Customers subscribing to its traditional analog 'basic' and analog 'extended basic' services generally receive a line-up of 44 channels of television programming, depending on the bandwidth capacity of their local cable system.

The company's analog cable television service offerings include the following:

**Basic Service:** All of its customers receive a package of basic programming, consisting of local broadcast television stations, the four U.S. commercial networks and PBS, selected Canadian specialty programming services, and local and regional community programming. The company's basic service customers generally receive 26 channels on basic cable.

**Extended Basic Service:** This expanded programming level of services, which generally comprises approximately 18 channels, includes a package of French- and English-language specialty television programming and the U.S. cable channels in addition to the basic service channel line-up.

## Advanced Cable Based Products and Services

The company offers various products and services, including cable Internet access, digital television, cable telephony and selected interactive services.

**Cable Internet Access:** The company offers cable Internet access to its residential

customers primarily via cable modems attached to personal computers. The company provides this service at speeds of up to 360 times the speed of a conventional telephone modem. In 2008, the company also launched and performed a gradual roll-out of its Wideband services, which offer speeds of up to 900 times the speed of a conventional telephone modem.

**Digital Television:** The company has installed head end equipment capable of delivering digitally encoded transmissions to a two-way digital-capable set-top box in the customer's home. The company's basic digital package includes 25 television channels, 45 audio services providing CD-quality music, 16 AM/FM radio channels, an interactive programming guide, as well as television-based e-mail capability. The company's extended digital basic television offering, branded as 'à la carte' (i.e., individual channel selections), offers customers the ability to select approximately 200 additional channels of their choice, including the U.S. super-stations and other special entertainment programs, allowing them to customize their choices. The company also offers pre-packaged

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?

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