

# Research In Motion Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Research In Motion 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 Research In Motion Limited and its competitors. This provides our Clients with a clear understanding of Research In Motion Limited position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about Research In Motion 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 Research In Motion 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 Research In Motion 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 Research In Motion 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 Research In Motion Limited business.

## **About Research In Motion Limited**

Research In Motion Limited designs, manufactures, and markets wireless solutions for the worldwide mobile communications market. The company, through the development of integrated hardware, software and services that support multiple wireless network standards, provides platforms and solutions for access to time-sensitive information, including email, phone, short message service (SMS), Internet and intranet-based applications. Its technology also enables an array of third party developers and manufacturers to improve their products and services with wireless connectivity to data. The company operates through its offices located in North America, Europe, and the Asia-Pacific.

### **Products and Services**

The company's portfolio of products, services and embedded technologies include the BlackBerry wireless solution, the RIM Wireless Handheld product line, software development tools, software, and hardware.

The company's BlackBerry wireless solution comprises wireless handsets, service, and software. It can provide users with a wireless extension of their work and personal email

accounts, including Microsoft Outlook, IBM Lotus Notes, Novell GroupWise and many ISP email services. When incorporating BlackBerry Enterprise Server, the BlackBerry wireless solution allows Microsoft Exchange, IBM Lotus Domino and Novell GroupWise users to send and receive corporate email and instant messages securely. The BlackBerry wireless solution also enables the use of data functions, such as calendar, address book, task and memo lists, and other functions associated with personal organizers.

The BlackBerry Mobile Data System (BlackBerry MDS) allows users to access data from enterprise applications and the Internet. The BlackBerry Mobile Voice System (BlackBerry MVS) allows organizations to converge office desk phones and BlackBerry smartphones, so users can access standard enterprise voice features whether at their desks or on the go. BlackBerry Internet Service allows the integration of up to 10 supported email accounts on the same BlackBerry smartphone. Both BlackBerry Enterprise Server and BlackBerry Internet Service allow Internet browsing and full phone functionality on the user's device. In addition, BlackBerry smartphones offer a range of multimedia capabilities. The BlackBerry wireless solution service is provided through a combination of RIM's Network Operations Center and the wireless networks of RIM's carrier partners.

The company markets various models of its smartphones, including BlackBerry Storm Series, BlackBerry Bold, BlackBerry Curve Series, BlackBerry Pearl Flip Series, BlackBerry Pearl Series, BlackBerry 8800 Series, and BlackBerry 8700 Series. These products have been designed to accommodate the technical requirements of one of the HSPA, HSDPA, GSM/GPRS/EDGE, CDMA/1xRTT/Ev-Do, UMTS or iDEN protocols. Additionally, it supports older model BlackBerry smartphones on the GPRS, Mobitex, and DataTAC networks.

### BlackBerry Smartphones

BlackBerry smartphones are communication tools that use wireless, push-based technology to deliver both business and consumer applications to mobile users. BlackBerry smartphones integrate email, voice, browser, calendar, tasks, and other applications.

BlackBerry smartphones are available from various carriers and indirect channels, through a range of distribution partners, and are designed to operate on various carrier network types, including HSPA/UMTS, GSM/GPRS/EDGE, CDMA/Ev-DO, and iDEN.

The company's BlackBerry smartphones include:

**BlackBerry Bold series:** The BlackBerry Bold series of smartphones feature processors, QWERTY keyboards, built-in GPS and Wi-Fi, digital cameras, and high-resolution displays.

**BlackBerry Storm Series** The BlackBerry Storm series of touch-screen smartphones feature SurePress. Other features include support for landscape and portrait views, built-in GPS and 3.2 mega-pixel cameras. The BlackBerry Storm2 9550 and BlackBerry Storm2 9520 smartphones include built-in Wi-Fi.

**BlackBerry Tour:** The BlackBerry Tour 9630 smartphone supports CDMA Rev A networks in North America and HSPA networks internationally. The BlackBerry Tour 9630 is a smartphone

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?

## I would like to order

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