

Secured Digital Applications Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Secured Digital Applications 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 Secured Digital Applications Inc. and its competitors. This provides our Clients with a clear understanding of Secured Digital Applications Inc. position in the Industry.

The report contains detailed information about Secured Digital Applications 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 Secured Digital Applications 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 Secured Digital Applications 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 Secured Digital Applications 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 Secured Digital Applications Inc. business.

About Secured Digital Applications Inc.

Secured Digital Applications, Inc. provides mobile communication, outsourced business and information technology consulting services in the United States and Malaysia.

The company's business is organized under two divisions. The first division is involved in multimedia production, information technology, computing consulting services and the sale of smarthome and biometric security products and services. The second division handles the sale of Bluetooth, Global Positioning System (GPS) and Radio Frequency Identification (RFID)-enabled applications.

The company's services are focused in the areas of multimedia production, information technology and computing consulting services, smarthome, biometric security and Bluetooth, GPS and RFID-enabled applications.

The Company's operations include multimedia production, information technology and computing services, sales of smarthome, biometric security and Bluetooth, GPS and RFID-enabled applications. It marketed hardware and software as well as consulting services to various companies in the public and private sectors. The company's hardware products included the EyStar SmartHome Management System, biometric systems and Internet-based cameras. It provides these services principally to

customers in Southeast Asia.

Content Production and Information Technology Consulting Services

The company engages in the design, development and production of interactive multimedia content, websites, e-commerce programs and applications. Its business includes various activities, including designing, producing, hosting and distribution of interactive multimedia content, Web sites, programs and applications; developing and producing e-commerce programs and Internet-based security applications and solutions; and providing project consulting services on broadband communication and networking systems for property development projects.

EyStar SmartHome Management System

The company markets and distributes the multi-protocol EyStar SmartHome Management System. The EyStar SmartHome Management System is a gateway device that bridges external data networks such as the Internet to internal home networks like Ethernet, telephone line, power line and the 802.11b wireless LAN, eliminating the need for any additional wiring in the home. The Console has the capacity to enable value-added services to be offered to subscribers. These services include home healthcare in conjunction with hospitals and health advisors, interconnection and control of appliances produced by different manufacturers and security applications that allow subscribers to check on their homes remotely. This console is designed to operate on both the narrow and broadband fixed line/wireless networks.

Biometric Security Products and Solutions

The company engages in the development, commercialization and installation of biometric security products and solutions. Through licenses obtained from third parties, it sells biometric security products and solutions directly and in connection with consulting and service contracts. The company develops value-added applications incorporating biometrics technology as part of its information technology and wireless technology consulting activities.

The company sells SmileCAM remote video surveillance cameras in Malaysia under a renewable license from Sintec, Inc. It also distributes biometric security products under an agreement with Testech, Inc. the company's biometric products and solutions, sold directly and in conjunction with consulting and installation contracts, include: access control systems, time and attendance systems; and door lock and fingerprint

authentication module; and remote cameras with automatic motion detection and tracking. Its biometric security products and solutions utilize Internet protocols and multiple authentication modes such as fingerprint, voice or facial recognition, retinal scans and proximity readers. It markets biometric security products and solutions directly to real estate developers and architects.

Bluetooth Proximity Marketing System

In November 2007, the company acquired the right to the source code for the Bluetooth cell integra

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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