

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

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Abstracts

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

The report contains detailed information about Shaw Communications, 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 Shaw Communications, 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 Shaw Communications, 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 Shaw Communications, 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 Shaw Communications, Inc. business.

About Shaw Communications, Inc.

Shaw Communications Inc. operates as a diversified communications company. As of August 31, 2010, the company served approximately 2.3 million cable television customers in 5 provinces (British Columbia, Alberta, Saskatchewan, Manitoba and certain portions of Ontario).

The company provides broadband cable television services, Internet, digital phone, and telecommunications services (Cable); Direct-to-home (DTH) satellite services (Shaw Direct) and satellite distribution services (Satellite Services); and programming content (through Shaw Media).

During 2010, the company operated two principal business segments: Cable – comprised of cable television, Internet, Digital Phone and Business Solutions operations; and Satellite - comprised of direct-to-home (DTH) and Satellite Services.

A third business segment, Wireless, is in the development/construction stage. The company has ownership in 20 megahertz of spectrum across most of its cable footprint. In March 2010, the company commenced activities on its wireless infrastructure build.

Cable

Cable Television – The company's cable television services provides the customer base and physical infrastructure for much of the company's distribution service businesses. During 2010, the company completed the acquisition of Mountain Cablevision, a cable system located in Hamilton, Ontario.

The company's cable television business is operated through its fibre optic and co-axial cable distribution network. Shaw's fibre backbone and interconnect network links its cable systems and subscribers together. Shaw receives originating television signals at its head-end sites through satellite, transmitters, off-air antennae and microwave systems and re-transmits these signals via its network to customers' homes in its licensed areas. Digital cable customers receive additional services via digital cable terminals (DCTs) which translate encrypted signals delivered to customers' homes over Shaw's network. The company offers combinations of its analog video, digital video, Internet and Digital Phone services.

In the Internet serving areas, the company offers five levels of Internet service: High-Speed Lite, High-Speed, High-Speed Xtreme, High Speed Warp and High Speed Nitro. It offers high-speed Internet service with downstream speeds from 512 Kbps to 25 Mbps, or in those areas launched with DOCSIS 3.0 to 100 Mbps, depending on the service selected. As of August 31, 2010, there were approximately 1,820,000 subscribers (connected and scheduled installations) to the company's Internet access services.

During 2010, the company introduced the Shaw Wireless Gateway, a modem and router in one, providing a WiFi connection to the Internet. The Shaw Wireless Gateway allows subscribers to connect to the Internet from anywhere in the house, without all the cables.

The company's business solution services include Internet, data connectivity and telecommunications and are offered under the brand 'Shaw Business Solutions'. Shaw Business Solutions develops and manages the fibre network that serves as the primary Internet backbone for the company's broadband Internet customers and to provide Internet, data, and voice connectivity services to large and medium businesses and other organizations. Shaw's fibre network provides international connections through interconnection agreements and strategic alliances with other service providers.

Shaw Business Solutions' southern route principally consists of approximately 6,400 route kilometers (4,000 miles) located on routes between Vancouver (via Calgary,

Winnipeg, Chicago, Toronto and Buffalo) and New York City and between Vancouver and Sacramento. The northern route consists of approximately 4,000 route kilometers (2,500 miles) of fibre between Edmonton (via Saskatoon, Winnipeg and Thunder Bay) and Toronto. Shaw Business Solutions also has a marine route consisting of approximately 330 route kilometers (200 miles) located on two fibres from Seattle to Vancouver Mainland (via Victoria).

Satellite

Shaw Direct is a DTH satellite operators to deliver digital subscription video and audio programming services from satellites directly to subscribers' homes and businesses. Shaw Direct, as of August 31, 2010, had approximately 906,000 subscribers.

The Satellite Services operations include: Shaw Broadcast Services – redistributing television and radio signals via satellite to cable operators and other multi-channel system operators in Canada and the U.S., referred to as a satellite relay distribution undertaking (SRDU) and providing uplink and network management services for conventional, specialty and pay broadcasters on a contract basis; and

Shaw Tracking – provision of satellite tracking and messaging services to the Canadian trucking industry, and integration and management of satellite data networks with land-based telecommunications.

The DTH and Satellite Services businesses distribute digital video and audio signals to different markets (residential and business).

Wireless

In March 2010, the company commenced activities on its wireless infrastructure build. The company has selected Nokia Siemens Networks (NSN) to provide the radio access network and core equipment for its network.

Media

During 2010, the company acquired a 49.9% equity interest, a 29.9% voting interest, and an option to acquire an additional 14.8% equity interest and 3.4% voting interest in CW Media.

History

Shaw Communications Inc. was founded in 1966.

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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