

# Stars Microelectronics (Thailand) pcl Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Stars Microelectronics (Thailand) pcl 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 Stars Microelectronics (Thailand) pcl and its competitors. This provides our Clients with a clear understanding of Stars Microelectronics (Thailand) pcl position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about Stars Microelectronics (Thailand) pcl 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 Stars Microelectronics (Thailand) pcl. 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 Stars Microelectronics (Thailand) pcl 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 Stars Microelectronics (Thailand) pcl 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 Stars Microelectronics (Thailand) pcl business.

### **About Stars Microelectronics (Thailand) pcl**

Stars Microelectronics (Thailand) Public Company Limited operates as a contract manufacturer providing electronics manufacturing services in Thailand. The company offers microelectronics module assembly, including printed circuit board assembly (PCBA) for hard disk drives; electronics circuit for touch pad of notebook and click wheel interface part in the MP3 players; touch pad for smart phones and MP4 players; liquid crystal display (LCD) module for office phones; radio frequency identification tag; smartcard to circuit boards; and PCBA for electronics equipment, such as telephones, dryers, electronics toothbrush, and flat LCD television. It also provides integrated circuit packaging products comprising SOIC, TSSOP, SC-70, SOT-23, thin dual flat non-lead, and ultra thin dual flat non-lead; system in package; micro-electro-mechanic systems; and pressure measurement for medical instruments, as well as for other industrial and consumers applications. The company offers its products to original equipment manufacturers in computer, electronics, automobile, telecommunication, safety equipment, and entertainment businesses; subcontractors; and electronics product designers or fabless companies. In addition, it engages in trading business in the United States. The company was founded in 1995 and is headquartered in Ayutthaya,

Thailand.

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. STARS MICROELECTRONICS (THAILAND) PCL 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. STARS MICROELECTRONICS (THAILAND) PCL 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. STARS MICROELECTRONICS (THAILAND) PCL SWOT ANALYSIS**

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

### **4. STARS MICROELECTRONICS (THAILAND) PCL 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. STARS MICROELECTRONICS (THAILAND) PCL COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Stars Microelectronics (Thailand) pcl Direct Competitors
- 5.2. Comparison of Stars Microelectronics (Thailand) pcl and Direct Competitors Financial Ratios
- 5.3. Comparison of Stars Microelectronics (Thailand) pcl and Direct Competitors Stock Charts
- 5.4. Stars Microelectronics (Thailand) pcl Industry Analysis
  - 5.4.1. Computers and Electronic Equipment Industry Snapshot
  - 5.4.2. Stars Microelectronics (Thailand) pcl Industry Position Analysis

## **6. STARS MICROELECTRONICS (THAILAND) PCL NEWS & EVENTS**

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

## **7. STARS MICROELECTRONICS (THAILAND) PCL EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. STARS MICROELECTRONICS (THAILAND) PCL ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. THAILAND PESTEL ANALYSIS<sup>2</sup>**

- 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. STARS MICROELECTRONICS (THAILAND) PCL IFE, EFE, IE MATRICES<sup>2</sup>**

10.1. Internal Factor Evaluation Matrix

10.2. External Factor Evaluation Matrix

10.3. Internal External Matrix

## **11. STARS MICROELECTRONICS (THAILAND) PCL PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. STARS MICROELECTRONICS (THAILAND) PCL VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

Stars Microelectronics (Thailand) pcl 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

Stars Microelectronics (Thailand) pcl 1-year Stock Charts

Stars Microelectronics (Thailand) pcl 5-year Stock Charts

Stars Microelectronics (Thailand) pcl vs. Main Indexes 1-year Stock Chart

Stars Microelectronics (Thailand) pcl vs. Direct Competitors 1-year Stock Charts

Stars Microelectronics (Thailand) pcl 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

Stars Microelectronics (Thailand) pcl Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Stars Microelectronics (Thailand) pcl Key Executives  
Stars Microelectronics (Thailand) pcl Major Shareholders  
Stars Microelectronics (Thailand) pcl History  
Stars Microelectronics (Thailand) pcl Products  
Revenues by Segment  
Revenues by Region  
Stars Microelectronics (Thailand) pcl Offices and Representations  
Stars Microelectronics (Thailand) pcl 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  
Stars Microelectronics (Thailand) pcl Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Stars Microelectronics (Thailand) pcl Capital Market Snapshot  
Stars Microelectronics (Thailand) pcl 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  
Computers and Electronic Equipment Industry Statistics

Stars Microelectronics (Thailand) pcl 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  
Stars Microelectronics (Thailand) pcl Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>



## 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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