

Surge Energy Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Surge Energy 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 Surge Energy Inc. and its competitors. This provides our Clients with a clear understanding of Surge Energy Inc. position in the Energy Industry.

The report contains detailed information about Surge Energy 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 Surge Energy 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 Surge Energy 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 Surge Energy 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 Surge Energy Inc. business.

About Surge Energy Inc.

Zapata Energy Corporation (the company) was founded in 1999. The Company is a junior North American resource company. The Company actively engaged in the exploration, development and production of natural gas, crude oil and NGLs in Western Canada. The Company has oil and gas production and processing facilities, as well as undeveloped petroleum and natural gas rights, in Alberta and British Columbia, Canada.

Zapata continues to focus on four principal core areas: South East Alberta, East Central Alberta, West Central Alberta and North West Alberta. With proved and probable reserves totaling 7.5 mmboe as of December 31, 2002.

South East Alberta

In Southeast, Zapata has working interests ranging from 13 percent to 100 percent in 7,832 (5,684net) hectares of undeveloped land in South East Alberta. The Corporation has 33 (24.4 net) gas wells in the area producing from the Belly River, Bow Island, Mannville and Mississippian formations. Zapata plans to drill four 100 percent owned gas prospects during the second quarter of 2003. Total of 40 gas wells produce from the Belly River, Bow Island, Mannville and Mississippian formations.



Zapata taps prolifi c East Central pools

East Central Alberta is a new focus area for the Corporation, and has 7,172 (6,495net) hectares of undeveloped land. The Company continues to add to its land base through Crown acquisitions.

West Central Alberta

The Company holds a 1.19-percent non-operated interest in the Crossfield Turner Valley Unit and an 85-percent operated interest in the Crossfield Elkton Z Unit and their related processing facilities. There are currently 59 (14.3 net) producing wells in the area. West Central features 14.3 net gas wells. The Corporation has various working interests in 7,804 5,145 net) hectares of undeveloped land in West Central Alberta.

Northwest Alberta

Zapata has 30-percent to 50-percent working interests in four (1.8 net) gas wells and 2,688 (1,408 net) hectares of undeveloped land. Primary producing formations in the area are Viking and Gething, which are stable, long-life, low-decline reservoirs.

North West has stable, long-life reserves Zapata's recent drilling success in North West Alberta has made this another focus area for the Corporation.

Ladyfern gives Zapata strong land base

Zapata has four percent to 100 percent working interests in 13,727 (1,856 net) hectares of land and nine (1.6 net) gas wells in this area.

Land

In 2002, the Corporation's land portfolio increased to 73,830 gross (39,086net) hectares.

Zapata's established crude oil and NGL reserves is 2.5 mmboe. Established natural gas reserves increased to 24.6 bcf.

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 3×3 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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