

# The9 Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

The9 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 The9 Limited and its competitors. This provides our Clients with a clear understanding of The9 Limited position in the [Software and Technology Services](#) Industry.

The report contains detailed information about The9 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 The9 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 The9 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 The9 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 The9 Limited business.

## **About The9 Limited**

The9 Limited, through its subsidiaries, engages in the development and operation of online games, and Internet, and Web site related businesses in the People's Republic of China.

### **Products and Services**

The company offers online games, including massively multiplayer online role playing games (MMORPGs) and its self-developed online community game, the9 City, which it offers in cooperation with Shanghai The9 Information Technology Co., Ltd. (Shanghai IT). In addition to MMORPGs, the company has licensed or developed casual games, which emphasize play in a single sitting. It also offers other products and services.

The company relies on its relationships with game licensors, such as EA Swiss Sàrl, Webzen, Inc., G10 Entertainment Corp., Hanbitsoft Inc., Ndoors Corporation, and USERJOY Technology Co., Ltd. It has license agreement with Webzen, Inc. to operate Soul of the Ultimate Nation (SUN).

**MMORPGs:** In a typical MMORPG, various players play in the same game world at the same time. MMORPG players can select a specific character to compete with in the game with which they develop experience and increase game attributes, which can be

carried over into the next higher game levels. As of December 31, 2009, the company owned or had licenses to operate the following MMORPGs in China: SUN, a 3D MMORPG; GE, a 3D MMORPG; Atlantica, a 3D MMORPG; World of Fighter, a 2D MMORPG; Miracles: Ultimate X, a 3D MMORPG; Kingdom Heroes 2 Online, a 3D MMORPG; and ShenXianZhuan, a 2.5D MMORPG.

**Casual Games:** Casual games are online games targeted at a mass audience of casual gamers, such as sports games or dancing games. As of December 31, 2009, the company owned or had licenses to operate the following casual games in China: JiuZhouZhanJi, a Web game; EA Sports FIFA Online 2, a casual soccer game; Audition 2, a casual dancing game; Tiny Tribe, a 3D casual game; and Monster of War, a 3D casual game.

**Other Products and Services:** The company's other products and services mainly consist of its online virtual community named the9 City, its game operating support, Web site solutions and advertisement services, SMS service, Internet protocol television services (IPTV) services, and licensing of its proprietary games to third parties.

**Game Operating Support, Website Solutions, and Advertisement Services:** The company's game operating support, Web site solutions, and advertisement services primarily relate to providing game operating support, including payment collection and processing and other online game related technical support.

**SMS:** The company offers different SMS products and subscription packages that enable its users to transmit and receive SMS messages, receive password protection, and other value-added services.

**IPTV Services:** The company also contracts with a Chinese mobile carrier for development and maintenance of games operated on IPTV.

**Licensing of Proprietary Games:** In May 2009, the company entered into a license agreement for World of Fighter, which entitles a game operator in Malaysia the right to operate the game in Taiwan. The company licensed World of Fighter to a game operator in Hong Kong in May 2009, giving it the right to operate the game in Hong Kong and Macau. In addition, the company licensed the game to game operators in South Korea in December 2009 and in Vietnam in March 2010.

## Sales

The company sells its in-game items and game playing time primarily through sales of its online game points to end users via Beijing HuiyuanNet Technology Co., Ltd., a national online distributor. Beijing HuiyuanNet Technology Co., Ltd. sells its prepaid cards to approximately 20,000 local distributors and Internet cafes throughout China, which in turn sell them to end users.

### Competition

The company's competitors include Shanda Games Limited; Netease.com, Inc.; Perfect World Co., Ltd.; Tencent Inc.; Changyou.com Limited; and Giant Interactive Group.

### History

The company was founded in 1999. It was formerly known as GameNow.net Limited and changed its name to The9 Limited in 2004.

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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