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uWink Inc. Del Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about uWink Inc. Del 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 uWink Inc. Del. 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 uWink Inc. Del 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 uWink Inc. Del 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 uWink Inc. Del business.

About uWink Inc. Del

uWink, Inc. operates as an entertainment and hospitality software company. The company also develops and operates an interactive restaurant concept named 'uWink' that incorporates and showcases its entertainment and hospitality software.

The company has developed a touch-based interactive digital content operating system and real-time, multi-player game platform, as well as its uWink Game Library and its proprietary 'tabletop' touch screen terminal. In addition, the company has licensed its SNAP! and Bear Shop intellectual property to third party manufacturers.

Software Assets

Hospitality ordering: The company offers a customer-facing, touch-based user interface that allows guests to self-order all of their food and drink via touch screen terminals at each table. It has integrated its ordering system with a commercial point-of-sale system, providing transaction billing, processing, and accounting.

Self check in/checkout: The company's software allows restaurant customers to self-check in at the table using a credit card or pre-paid debit card and to self-pay and checkout by swiping a card at the table.

uWink Game Library: The company features a library of approximately 70 single and multi-player short-form, casual and 'social' video games, including Trivia Live, Truth or Dare, uWink Scene Investigation (its riff on the popular CSI television series), Xingo (a mashup of bowling and bingo) and Picture Perfect, a 'find the differences' game.

Multi-player game platform: This platform allows patrons throughout the restaurant to play digital games against one another in real time, including real-time scoring, either head-to-head individually or in teams. The game scoring and results are projected on the walls of the restaurant in real time.

Micro-transaction game play monetization software: This software allows for game 'credit' purchasing, tracking and redemption, facilitating game/media purchases.

Media display system: The company's system features large wall projections which exhibit revolving dynamic imagery that allows the restaurant to change its 'look and feel' at a moment's notice. The projection system is also used for restaurant-wide group gaming and for the display of customized 'special event' digital media, including for corporate presentations and meetings, as well as birthday parties.

uWink Restaurant Concept

The company involves in the sale of food, drink and merchandise in its restaurants; the franchising of its restaurant concept; and technology licensing. Its menu features a selection of appetizers, entrees, pizzas, burgers, salads, pastas and desserts.

Competition

The company's competitors include California Pizza Kitchen; BJ's Restaurant and Brewhouse; and Dave & Busters.

History

uWink, Inc. was founded in 1999.

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

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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.
The complete financial data is available for publicly traded companies.

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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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