

# Zoom Telephonics, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Zoom Telephonics, 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 Zoom Telephonics, Inc. and its competitors. This provides our Clients with a clear understanding of Zoom Telephonics, Inc. position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about Zoom Telephonics, 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 Zoom Telephonics, 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 Zoom Telephonics, 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 Zoom Telephonics, 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 Zoom Telephonics, Inc. business.

### **About Zoom Telephonics, Inc.**

Zoom Telephonics, Inc. produces, markets, sells, and supports broadband and dial-up modems, Voice over Internet Protocol (VoIP) products and services, Bluetooth wireless products, and other communication-related products.

The company's dial-up modems connect personal computers and other devices to the local telephone line for transmission of data, fax, voice, and images. Its dial-up modems enable personal computers and other devices to connect to other computers and networks, including the Internet, at data speeds up to 56,000 bits per second.

The company's Asymmetric Digital Subscriber Line modems, known as ADSL modems or DSL modems, provide a high-bandwidth connection to the Internet through a telephone line that connects to compatible DSL equipment in or near the central telephone office.

Zoom's product line includes wireless products, including wireless-G and wireless-N network products and Bluetooth products. In 2009, the company began shipping 3G mobile broadband products, which provide a high-speed connection to the Internet by using a cellular phone service provider's network. Its product line also includes dialers,

and Zoom authored and owns some dialer-related patents.

## Products

The company's dial-up modems can also link computers, point-of-purchase terminals, or other devices to each other through the traditional telephone network without using the Internet. Its cable modems use the cable-TV cable and DSL modems use the local telephone line to provide a high-speed link to the Internet. Its 3G modems use a cellular service provider's network to provide a high-speed link to the network. The company's wireless-G and wireless-N network products typically communicate with a broadband modem for access to the Internet. Its Bluetooth wireless products, such as Bluetooth modem, are designed for Internet access. The company's dialers can be used to route voice calls to a VoIP network that may include the Internet. Its modems and dialers typically connect to a single phone line in a home, office, or other location.

### Dial-Up Modems

The company has a line of dial-up modems with data speeds up to 56,000 bps, available in internal and external models. PC-oriented internal modems are designed primarily for installation in the PCI slot, PCI-E slot, or PC card slot of IBM PC-compatibles.

### DSL Modems

DSL modems incorporate the ADSL standards that are used worldwide, including ADSL2/2+, G.dmt, G.Lite, and ANSI T1.413 issue 2.

### Cable Modems

The company sells cable modems to electronics retailers and cable service providers. Zoom's cable modems support DOCSIS standards 1.0, 1.1, and 2.0.

### 3G Mobile Broadband Modems and Routers

The company's 3G modems support AT&T, T-mobile, and the majority of cellular service providers worldwide who use the GSM standard for voice and data. Zoom's 3G wireless-N routers allow someone to plug a 3G modem for Internet access, and to share that Internet access with computers, phones, and other devices with wireless-G or wireless-N capability.

## Voice over Internet Protocol Products and Global Village

In 2004, the company introduced a line of products that support VoIP or 'Voice over Internet Protocol'. Its VoIP product line includes the X6v and a line of Analog Telephone Adapters. The X6v includes a DSL modem, a wireless-G router, a firewall, a 4-port switching hub, VoIP, and other features. Zoom's Analog Telephone Adapters connect to a router's Ethernet port and to one or more telephones to provide those phones with VoIP capabilities.

Zoom's Teleport phone port lets an end-user plug in a normal phone to place and receive voice calls over the Internet, or to place and receive calls over the familiar switched telephone network.

## Wireless Local Area Networking

In 2005, the company began shipping DSL modems with Wireless-G local area network capability and Zoom's Wireless-G product line also includes USB and PC Card clients and a wireless router.

## Bluetooth Modems and Adapters

In 2003, the company began shipping a Bluetooth modem, a Bluetooth USB adapter, and a Bluetooth PC Card adapter.

## Dialers and Related Telephony Products

The company manufactures dialers that simplify the placing of a phone call by dialing digits automatically.

## Products for Markets outside North America

The company sells products in various countries, including European Union, Caribbean, and South American countries, Canada, Hong Kong, Mexico, Poland, Switzerland, Turkey, the USA, and Vietnam.

## Sales, Marketing and Support

The company's sales, marketing, and support are primarily managed from its

headquarters in Boston, Massachusetts. In North America, the company sells Zoom, Hayes, and private-label dial-up modem products through Zoom's sales force.

## Competition

The company's primary competitors by product group include the following:

Dial-up modem competitors: Best Data, Creative Labs, Lite-On, Sitecom, and US Robotics.

DSL modem competitors: 2Wire, 3Com, Actiontec, Airties, Asus, Aztech, Best Data, Cisco Systems (Linksys division), D-Link, Huawei, Netgear, Netopia, Sagem, Siemens (formerly Efficient Networks), Thomson, Westell, Xavi, and ZyXEL Communications.

Cable modem competitors: Arris Systems, Cisco Systems (Linksys and Scientific Atlanta divisions), D-Link, Hon Hai Network Systems (formerly Ambit Microsystems), Motorola, Netgear, SMC Networks, Terrayon, and Thomson.

3G competitors: Cradlepoint, D-Link, Huawei, Netgear, Novatel Wireless, Sierra Wireless, and ZTE.

VoIP hardware competitors: AudioCodes, Cisco Systems (Linksys division), Digium, D-Link, Draytek, Grandstream, Mediatrix, Micro-ATA, MultiTech, Patton, Snom, Zyxel, and 8x8.

Bluetooth competitors: Anycor, Belkin, D-Link, IOGear, Jabra, Kensington, Linksys, Logitech, Sitecom, SMC, Targus, Trendnet, and Trust.

## History

Zoom Telephonics, Inc. was incorporated in 1977.

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. ZOOM TELEPHONICS, INC. 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. ZOOM TELEPHONICS, INC. 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. ZOOM TELEPHONICS, INC. SWOT ANALYSIS**

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

### **4. ZOOM TELEPHONICS, INC. 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. ZOOM TELEPHONICS, INC. COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Zoom Telephonics, Inc. Direct Competitors
- 5.2. Comparison of Zoom Telephonics, Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Zoom Telephonics, Inc. and Direct Competitors Stock Charts
- 5.4. Zoom Telephonics, Inc. Industry Analysis
  - 5.4.1. Computers and Electronic Equipment Industry Snapshot
  - 5.4.2. Zoom Telephonics, Inc. Industry Position Analysis

## **6. ZOOM TELEPHONICS, INC. NEWS & EVENTS**

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

## **7. ZOOM TELEPHONICS, INC. EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. ZOOM TELEPHONICS, INC. ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. UNITED STATES 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. ZOOM TELEPHONICS, INC. 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. ZOOM TELEPHONICS, INC. PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. ZOOM TELEPHONICS, INC. VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

Zoom Telephonics, Inc. 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  
Zoom Telephonics, Inc. 1-year Stock Charts  
Zoom Telephonics, Inc. 5-year Stock Charts  
Zoom Telephonics, Inc. vs. Main Indexes 1-year Stock Chart  
Zoom Telephonics, Inc. vs. Direct Competitors 1-year Stock Charts  
Zoom Telephonics, Inc. 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

Zoom Telephonics, Inc. Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Zoom Telephonics, Inc. Key Executives  
Zoom Telephonics, Inc. Major Shareholders  
Zoom Telephonics, Inc. History  
Zoom Telephonics, Inc. Products  
Revenues by Segment  
Revenues by Region  
Zoom Telephonics, Inc. Offices and Representations  
Zoom Telephonics, Inc. 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  
Zoom Telephonics, Inc. Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Zoom Telephonics, Inc. Capital Market Snapshot  
Zoom Telephonics, Inc. 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

Zoom Telephonics, Inc. 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  
Zoom Telephonics, Inc. 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?

## I would like to order

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