

BCE Inc: Facing the Future

Bell

Company Information

Name: Bell Canada Enterprises
Type of Business: Telecommunications and media company
Type of Ownership: Public Ownership/ Corporation
Who owns the company: Shareholders
Where and when was it started: Ontario, Canada in 1880
Location: All across Canada



Description

- Bell Canada Enterprises is a Canadian telecommunications and media company that provides communication services to residential and business customers in Canada
- It is Canada's largest communication company
- It is apart of Canada's "big three" mobile communications providers
- Company serves a total of 13 million phone lines
- Current headquarters are in Montreal, Canada

Reasons why I would invest in Bell Canada

- Company pays a constant dividend
- Is a safe company to invest in because it is part of a growing industry
- The company has been around for long and has a consistent pattern and growth
- The company is part of a great industry which includes: Internet, Television, cable, radio, and cell phone service
- They give back to the community

Background

- The company was named after Alexander Graham Bell who was the creator of the first telephone in 1877
- The company itself was created by Charles Fleetford Sise who was a US-Canadian business man



Predictions

- TV revenue growth is expected to remain fairly strong in years to come
- Expecting higher overall TV subscribers activating
- Subscriber growth at Bell internet is expected to improve
- Overall financial performance improvement

Market conditions and performance to market

- The market was weak the first half of the year but stabilized and strengthened the second half of the year
- First quarter was weak
- Second quarter had a significant increase in sales (best quarter for the company)
- Third quarter had a decrease (worst quarter)
- Fourth quarter had an increase



Things I learned about the company

- Company uses a merger
- Company's revenue has increased from 2013 to 2017
- Company's revenue has decreased over the last few years
- Company is a public company
- Company is a public company

Auditors

- Ernst & Young is the main auditing company
- Specialty Market Advisors
- Charter groups and services
- Ally Financial, Corporate Industry



Company Stock Information



- Company's stock ticker symbol: BCE
- Stock market where stock is traded: TSX

Company Performance

in millions of Canadian dollars

Total Revenues: \$19,975 --> Sales of goods; Services rendered
Net profit: \$3,053 **Earning per share:** \$ 3.04
Total Current Assets: \$3,911 --> Inventory; Trade & other receivables
Total Fixed Assets: \$37,057 --> Property, Plant & equipment Investments
Total Assets: \$40,969

Total Current Liabilities: \$6,745 --> Interest payable; current tax liabilities
Total Fixed Liabilities: \$19,498 --> Deferred tax liabilities;
Total Liabilities: \$26,243 **Post-employment benefit obligation**

Business Opportunities/Acquisitions

- One of Bell's recent acquisitions was the purchasing of Virgin Mobile, which was not previously owned by Bell
- Bell pledges \$50 million for mental health charities, combating stigma, investing in health research and improving the workplace for those suffering from mental illness
- Bell was named Canada's greenest public company in 2012 by Newsweek magazine, saving 50 megawatt hours of electricity in 2012. And also saving an estimated 41,000 trees



Company Leadership

CEO (Chief Executive Officer): George A. Cope
CFO (Chief Financial Officer): Sirm A Vanasejla
Number of female executives vs. male: 11 male and 2 female



Company Divisions



Goals and Objectives

- Accelerate Wireless
- Leverage wire line momentum
- Expand media leadership
- Invest in broadband networks and services
- Achieve a competitive cost structure
- Improve customer service

Challenges

- Productivity is a major challenge, workforce development, asking a new workforce, links to productivity and is an important issue
- Customer focus- One of the challenges in terms of achieving better customer focus consists of simplifying the environment for employees. So simplicity is a key driver to Bell and from it relates to productivity and customer focus



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 Total Liabilities: \$26,243

Auditors

- Ernst & Young is the main auditing company
- Specifically: Arthur Allen, Chartered Accountants and Certified Public Accountants
- High Quality: Considered excellent



Things I learned about the company

- Company made its history
- Not making any more revenue from 2011 to 2012
- Company is not making any more revenue from 2011 to 2012
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- Company is not making any more revenue from 2011 to 2012
- The quality of the subject from long time ago

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Things I learned about the company

- Operating costs are very high
- Net earnings have increased from 2011 to 2012
- Operating revenues have stayed very similar over the past 2 years
- Total assets is almost double the amount of total liabilities
- The majority of the liabilities is from long-term debt

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