Managing Strategic Growth at Sjoland & Thyselius AB

TheCasesolutions.com

Company Information

TheCasesolutions.com

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 it started: Ontario, Canada in 1880
Location: All across Canada

Background

- The company was named after Alexander Graham Bell who was also the creator of the first telephone in 1876.
- The company was created by Charles Reaumur Stee who was a US-Canadian businessman.

Reasons why I would invest in Bell Canada
TheCasesolutions.com

- Company pays a consistent dividend.
- A stable company to invest in because it is a part of a growing industry.
- The company has been around for a long and has a consistent pattern and growth.
- The company is part of a great industry when including Internet, Television, cable, radio, and cell phone service.
- They give back to the community.

Description

- Bell Canada Enterprises is a Canadian multinational business and media company that provides communication services in Canada and around the world. It operates in a wide range of businesses within the communications and media industries.
- Bell is a major player in the telecommunications sector, offering services such as Internet, telephone, and television.
- It is also involved in media and entertainment, with a focus on content creation and distribution.

Company Stock Information

- Company’s stock index on the TSX: Market conditions and performance over the last year.
- Performance and related information over a period.

Company Leadership

- CEO and Executive Officers: George Cope
- CFO/Chief Financial Officer: Ron Shaw
- Number of male employees vs. female: 15 males and 2 females

Predictions

- TV revenue growth is expected to remain steady in the years to come.
- Expecting higher overall TV subscriptions achieving.
- Subscriber growth at Bell Internet is expected to improve.
- Overall financial performance improvement.

Company Challenges

- Reasoning on a social media marketing strategy.
- Adapting to changing trends and technologies in the industry.
- Staying competitive with other major players.
- Ensuring successful data protection and privacy.

Goals and Objections

1. Accelerate Wireless
2. Leverage wire line momentum
3. Expert media leadership
4. Invest in broadband networks and services
5. Achieve a competitive cost structure
6. Improve customer service
Managing Strategic Growth at Sjolland & Thyselius AB

TheCasesolutions.com

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 it was started:** Ontario, Canada in 1880  
**Location:** All across Canada

**Reasons why I would invest in Bell Canada**
- Company pays a constant dividend as it is a stable 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 growing industry when it comes to Internet, Television, cable, radio, and cell phone service.  
- They give back to the community.

**Description**
- Bell Canada Enterprises is a Canadian multinational telecommunications and media company that provides communication services in Canada and the United States.  
- It operates in 12 countries, including Canada, the United States, Mexico, and the Caribbean.  
- It is a leader in customer care and service excellence in telecommunications, media, and broadband.  
- Its services include Internet, TV, cable, radio, and cell phone service.

**Background**
- The company was started after Alexander Graham Bell, who was the creator of the first telephone in 1876.  
- The company itself was created by Charles H. Tullis who was a US-Canadian businessman.

**Predictions**
- TV revenue growth is expected to sustain relatively strong in years to come.  
- Expecting higher overall TV subscriptions achieving.  
- Subscription growth at Bell Internet is expected to improve.  
- Overall financial performance improvement.

**Goals and Objectives**
1. Acquire the wireless  
2. Leverage wire line momentum  
3. Exploit media leadership  
4. Invest in broadband networks and services  
5. Achieve a competitive cost structure  
6. Improve customer service

**Company Leadership**
- [Name of Executive Officers]  
- [Name of Board Members]  
- [Number of female executives vs. males: 15 male and 6 female]

**Company Performance**
- Total Revenue: $133.97B  
- Net income: $12.03B  
- Earnings per share: $5.23  
- Total Current Assets: $31.91B  
- Total Fixed Assets: $37.90B  
- Total Assets: $16.90B

**Challenges**
- [List of challenges faced by Bell Canada Enterprises]

**Company Stock Information**
- The company's stock is listed on the TSX under the symbol BCE.

**Company Acquisitions**
- [List of significant acquisitions made by Bell Canada Enterprises]
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
Challenges

TheCasesolutions.com

- Productivity- a major challenge, workforce development, skilling 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 how it relates to productivity and customer focus
Business Opportunities/Acquisitions

TheCasesolutions.com

- 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 brain 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 58-megawatt hours of electricity in 2012. And also saving an estimated 41000 trees.
Company Performance

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

TheCasesolutions.com

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
Auditors

- Ernst & Young is the main auditing company
- Specifically Michael Alfonso-Director process and controls
- Alain Dussault- Cooperate secretary

TheCasesolutions.com
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 if from long-term debt
Reasons why I would invest in Bell Canada

TheCasesolutions.com

- 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