

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



### 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

### 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" major communications providers
- Company serves a total of 13 million phone lines
- Current headquarters are in Montreal, Canada

### 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

### Goals and Objections

1. Accelerate Wireless
2. Leverage wire line momentum
3. Expand media leadership
4. Invest in broadband networks and services
5. Achieve a competitive cost structure
6. Improve customer service

### Company Divisions



### Company Leadership

**CEO(Chief Executive Officer):** George A. Cope  
**CFO(Chief Financial Officer):** Slim A. Vanassejja

Number of female executives vs. male: 11 male and 2 female



### Challenges

**TheCasesolutions.com**

- Productivity- a major challenge, workforce development, skills is 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



### Market conditions and performance in 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 (first quarter for the context)
- Third quarter had a decrease (second quarter)
- Fourth quarter had an increase



### 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 greatest public company in 2012 by Newsweek magazine, scoring 28-months history of eligibility in 2012. And also serving an estimated 45000 lives



### 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

**TheCasesolutions.com**

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

### Company Stock Information

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



### Auditors

- One of the main reasons for audit
- Specifically Mutual, Alberta, object partners and services
- High Canada: Corporate history

**TheCasesolutions.com**



### Things I learned about the company

**TheCasesolutions.com**

- Operating with an open eye
- History was founded in 1880 in 1880
- Operating in various markets and sectors
- High quality service
- High quality service
- High quality service
- High quality service

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



### 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

### 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" major communications providers
- Company serves a total of 13 million phone lines
- Current headquarters are in Montreal, Canada

### 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

### Goals and Objections

1. Accelerate Wireless
2. Leverage wire line momentum
3. Expand media leadership
4. Invest in broadband networks and services
5. Achieve a competitive cost structure
6. Improve customer service

### Company Divisions



### Company Leadership

**CEO(Chief Executive Officer):** George A. Cope  
**CFO(Chief Financial Officer):** Slim A. Vanasseja

Number of female executives vs. male: 11 male and 2 female



### Challenges

**TheCasesolutions.com**

- Productivity- a major challenge, workforce development, skills is 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



### Market conditions and performance in 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 (first quarter for the context)
- Third quarter had a decrease (second quarter)
- Fourth quarter had an increase



### 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 greatest public company in 2012 by Newsweek magazine, awarding 200-million hours of eligibility in 2012. And also serving an estimated 45000 lives



### 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

**TheCasesolutions.com**

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

### Company Stock Information

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



### Auditors

- One of the main reasons for audit
- Specifically financial statements, object purposes and amounts
- High Quality: Corporate history

**TheCasesolutions.com**



### Things I learned about the company

**TheCasesolutions.com**

- Operating with an open eye
- History was founded in 1880 in 1880
- Operating in various markets and sectors
- High Quality: Corporate history
- The majority of the business from long term

## 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 was it started:** Ontario,  
Canada in 1880

**Location:** All across Canada



- The market stabilizes over the year
- First quarter
- Second quarter (best quarter)
- Third quarter
- Fourth quarter

# 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



called the bell  
lets talk  
campaign



# 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

# 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**



***ERNST & YOUNG***

# 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

**TheCasesolutions.com**



# 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