

# Concepts Direct Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

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

The report contains detailed information about Concepts Direct 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 Concepts Direct 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 Concepts Direct 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 Concepts Direct 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 Concepts Direct Inc. business.

### **About Concepts Direct Inc.**

Concepts Direct Inc (the company) was organized as a Delaware corporation in 1992 and began operations under the Concepts Direct name. The company is a direct retailing company, Colorado. From 1988 to 1992, operations were conducted in the Consumer Products division of Wiland Services, Inc. (Wiland Services), which provided a variety of database management, list processing and marketing research services to direct marketing companies. Presently, the company owns and operates seven catalog titles, their associated websites and related niche marketing vehicles. The company sells personalized paper products and a diverse line of merchandise, including collectibles, gift items, home decorative items and casual apparel.

#### Customer Database

During 2002, the company mailed almost 42 million copies of all catalog titles. At the end of 2002, the proprietary database contained approximately 13.7 million customers, catalog requesters, catalog referrals, and gift recipients.

#### Marketing Lines

The company currently markets its products primarily under seven catalog titles:

## Colorful Images®

Colorful Images® is the trade name under which the company markets its line of personalized labels, personalized notepads, various other personalized paper products and general merchandise such as gifts, home decor, T-shirts, and collectibles. Colorful Images (creates its own designs, purchases styles, and designs from outside sources and licenses certain images on a royalty basis.

The Colorful Images® line of personalized self-adhesive labels is one of the major assortments of such products available. There are over 1,800 different label choices appropriate to popular interests, most regions of the country, hobbies, professions and lifestyles. In addition, labels are available with popular licensed characters such as Snoopy™, other PEANUTS® characters, and Garfield™®.

The primary marketing vehicle utilized to sell Colorful Images® products is a digest-sized catalog (measuring approximately 5" x 7 1/2"). Colorfullimages.com, featuring a full array of Colorful Images® products was launched in late 2000.

## Linda Anderson®

Linda Anderson® markets an assortment of gifts, home decorative merchandise, and casual apparel, generally at higher price points than Colorful Images®. This merchandise is offered through the Linda Anderson® catalog and at LindaAnderson.com.

## Linda Anderson's Collectibles®

Linda Anderson's Collectibles® was launched in 1997 featuring an extensive line of collectible merchandise and information about collecting and the lines represented. The LindaAnderson.com site offers products that have been offered in the Linda Anderson's Collectibles® catalog.

## Snoopy™ etc

Operating under an agreement with United Feature Syndicate, the Snoopy™, etc. catalog consists exclusively of merchandise featuring Snoopy™ and the other PEANUTS® characters. The merchandise in the catalog is a combination of items from licensed manufacturers and items designed exclusively for the catalog. In late 2000, the

company launched SnoopyStore.com, featuring products from the Snoopy™ etc. catalog. In addition to functioning as a stand-alone website, SnoopyStore.com also serves as the e-commerce site for Snoopy.com.

#### The Music Stand®

In June 1999, the company purchased substantially all of the assets of the Music Stand® catalog. The acquisition included primarily the customer database and inventory of the catalog.

#### Garfield Stuff®

The Garfield Stuff® catalog consists exclusively of Garfield® merchandise. The merchandise in the catalog is a combination of items from licensed manufacturers and items designed exclusively for the catalog. The company launched the GarfieldStuff.com website in April 2002.

#### NewBargains(sm)

In September 2002, the company mailed the first NewBargains(sm) catalog. The company launched NewBargains.com in January 2000. The NewBargains(sm) catalog and associated website are liquidation vehicles strictly used to market slow-moving inventory at discounted prices.

#### Product Lines

The company major product lines are personalized paper products, and gift, home decor, and other merchandise items. With the exception of personalized checks, all of the personalized paper products sold are stocked and shipped directly to customers.

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.

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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.  
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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 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?

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