

Next Media Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Next Media Limited 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 Next Media Limited and its competitors. This provides our Clients with a clear understanding of Next Media Limited position in the [Media](#) Industry.

The report contains detailed information about Next Media Limited 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 Next Media Limited. 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 Next Media Limited 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 Next Media Limited 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 Next Media Limited business.

About Next Media Limited

Next Media Limited operates as the Chinese-language print media company in Hong Kong. The company publishes one newspaper and four magazines in Hong Kong, namely Apple Daily, Next Magazine, Easy Finder, Sudden Weekly and Eat & Travel Weekly. It also engages in printing and Internet business. The printing business mainly serves the company's magazines and newspaper. The Internet business provides fee-charging content with the content coming principally from the company's magazines and newspaper.

Divisions

The company operates in four divisions that include News Paper Publication and Printing, Books and Magazines Publication, Books and Magazines Printing, and Internet Content Provision and Advertising.

News Paper Publication and Printing Division

The News Paper Publication and Printing division offers Apple Daily and Taiwan Apple Daily. It also engages in the newspaper printing. It operates in Hong Kong and Taiwan.

Apple Daily: The company offers Apple Daily, which is a Chinese-language newspaper in Hong Kong.

Taiwan Apple Daily: Taiwan Apple Daily is printed in-house with its two printing presses situated in Shinwu of Tao Yuan (near Taipei) and Kao Hsiung.

Newspaper Printing: Apple Daily Printing Limited, a wholly-owned subsidiary of the company, provides printing services to complement Apple Daily's business in Hong Kong. It owns the printing facilities with five single-width and one double-width coldest presses producing full-color editorial photography, graphics and advertising. It also provides printing service to external customers to utilize its presses.

Books and Magazines Publication Division

The company, in this division, publishes five Chinese language magazines in Hong Kong and Taiwan that includes: Next Magazine, Taiwan Next Magazine, Easy Finder, Sudden Weekly, and Eat & Travel Weekly.

Next Magazine: Next Magazine is a weekly mass market, general interest, news and lifestyle magazine containing information on social, political, business matters, current affairs and entertainment in Hong Kong. Next Magazine consists of two booklets. The first booklet contains news and commentary. The second booklet features entertainment and lifestyle information.

Taiwan Next Magazine: It is a Chinese-language weekly magazine. It is a weekly mass market general interest, news and lifestyle magazine covering social, political, business matters, entertainment and current affairs in Taiwan.

Sudden Weekly: Sudden Weekly is a leisure magazine with short features on and interviews with stars and celebrities in Hong Kong, entertainment news and shopping guides as well as a special section focusing on women's issues.

Eat & Travel Weekly: Eat & Travel Weekly is a leisure magazine in Hong Kong focusing on food, health and fitness and travelling.

Easy Finder: Easy Finder is a Chinese language trend and fashion magazine targeted at young adults. Its layout and informative content appeals to both male and female readers.

Book Publishing: The company's wholly-owned subsidiary, Next Publications Limited, publishes the Chinese-language fiction and non-fiction books. Its list includes works by local authors, as well as others previously published in the company's magazines and newspaper. It has published approximately 590 titles in various categories, such as novels, healthcare and 'feng shui'. It also produces translations of foreign books, such as *Fit for Life* by Harvey Diamond and Marilyn Diamond.

Books and Magazines Printing Division

The regions of operations for this division include Hong Kong, Taiwan, North America, Europe, and Australia.

Paramount Printing Company Limited primarily prints all magazines that are published by the company. It also prints books, calendars, catalogues and a various other promotional literature and offers design and artwork services to local and overseas clients.

The company has invested in printing facilities for full-color advertising, editorial photography and graphics. They include four heatset offset lithographic web presses (printing machines which use the lithographic printing process to print onto reels of paper) and eight coldset offset sheet-fed lithography presses (printing machines used to print onto sheets of paper using a secondary cylinder).

Internet Content Provision and Advertising Division

The company's online portal atnext.com offers online versions of the popular publications.

History

Next Media Limited was incorporated in the year 1981.

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.

The complete financial data is available for publicly traded companies.

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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 3×3 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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