

Publicis Groupe SA Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Publicis Groupe SA 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 Publicis Groupe SA. 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 Publicis Groupe SA 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 Publicis Groupe SA 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 Publicis Groupe SA business.

About Publicis Groupe SA

Publicis Groupe S.A. operates in the media business worldwide. The company operates in approximately 200 cities located in 104 countries, on five continents. Its primary markets are the U.S., Europe, and the Asia Pacific region.

The company, in Japan, operates through a strategic partnership with Dentsu.

Business lines

Traditional advertising services: The company provides traditional advertising services primarily through the Publicis Worldwide, Saatchi & Saatchi, and Leo Burnett networks. Publicis also conducts its traditional advertising operations through smaller, local units that respond to specific needs of particular clients, such as Fallon (which is under the same roof as Saatchi & Saatchi), the Bartle Bogle Hegarty agency based in the U.K. in which it holds a 49% interest, as well as Marcel, the Kaplan Thaler Group, and Beacon.

Specialized Agencies and Marketing Services (SAMS): To complete or replace traditional advertising services, the company provides a variety of specialized communications services, such as public relations, corporate and financial communications, healthcare communications, direct marketing, sales promotion, CRM

(Customer Relationship Management), interactive communications, events communications, and design. SAMS is provided mainly by Publicis Public Relations and Communications Group (PRCC), MS&L, Publicis Consultants, Freud, Betterway, Publicis Healthcare Communications Group (PHCG), and Publicis.

Events Worldwide: These specialized communications services are provided in conjunction with traditional advertising services. Digitas is a SAMS provider and has enhanced the Group's digital and interactive communications network, which includes Digitas Health, Arc, Prodigious Worldwide, Publicis.Net, and Publicis Modem.

Media services: Publicis offers media planning and consulting services, as well as media and advertising space purchasing services, through PGM (Publicis Groupe Media) entities: Starcom MediaVest Group, ZenithOptimedia, and Denuo. In addition, the company owns, primarily in France, a business called Médias & Régies Europe, which sells advertising space in the press, in the cinema, on billboards, and on the radio. In June 2008, Publicis Groupe announced the launch of VivaKi, a strategic initiative combining Starcom MediaVest, ZenithOptimedia, Digitas, and Denuo.

Services

Advertising Services

The company's advertising services principally involve the creation of advertising for products, services, and brands. They also include strategic planning involving the analysis of a product, service, or brand compared to its competitors through market research, consumer behavior studies, sociological and psychological studies, and creative insight.

SAMS (Specialized Agencies and Marketing Services) Services

A range of specialized communications services offered by the company complements or replaces its traditional advertising activities within a given communications campaign, or provides a means of communication for specific targets or products (in particular, healthcare communications and multicultural communications). Services provided by SAMS operations include:

Direct marketing and Customer Relationship Management (CRM): CRM focuses on building client relationships with individual customers. Through its CRM operations, Publicis assists clients in creating programs that reach individual customers. In addition,

Publicis provides the appropriate tools and database support to those programs.

Sales promotion and point-of-sale marketing: Publicis' sales promotion operations seek to determine the effective means for communicating with consumers at the point-of-sale locations.

Healthcare communications: Publicis has a network of agencies that work mainly with clients in the healthcare industry to allow them to reach professional customers, such as doctors and other medical professionals, in contrast to mass communications campaigns for drugs, which are often managed by 'generalist' advertising agencies. Publicis provides marketing services that cover the entire life cycle of a drug from consulting prior to the release on the market, to advertising, to

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 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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