

# 1st Constitution Bancorp Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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### **Abstracts**

1st Constitution Bancorp 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 1st Constitution Bancorp and its competitors. This provides our Clients with a clear understanding of 1st Constitution Bancorp position in the Industry.

The report contains detailed information about 1st Constitution Bancorp 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 1st Constitution Bancorp. 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 1st Constitution Bancorp 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 1st Constitution Bancorp 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 1st Constitution Bancorp business.

### **About 1st Constitution Bancorp**

1st Constitution Bancorp operates as the holding company of 1st Constitution Bank, which provides commercial and retail banking services to individuals, small businesses, and not-for-profit organizations principally in the Fort Lee area of Bergen County and in Middlesex, Mercer, and Somerset Counties, New Jersey.

The company conducts its operations through its main office located in Cranbury, New Jersey, and operates 10 additional branch offices in downtown Cranbury, Hamilton Square, Hightstown, Jamesburg, Montgomery, Perth Amboy, Plainsboro, West Windsor, Fort Lee, and Princeton, New Jersey.

### **Lending Activities**

The company's lending activities include both commercial and consumer/installment loans.

Commercial Lending: The company offers various commercial loan services, including term loans, lines of credit, and loans secured by equipment and receivables. A range of short-to-medium term commercial loans, both secured and unsecured, are made available to businesses for working capital (including inventory and receivables),



business expansion (including acquisition and development of real estate and improvements), and the purchase of equipment and machinery. It also makes construction loans to real estate developers for the acquisition, development, and construction of residential subdivisions.

Residential Consumer Lending: A portion of the company's lending activities consists of the origination of fixed and adjustable rate residential first mortgage loans secured by owner-occupied property located in its primary market areas. It also offers construction loans, second mortgage home improvement loans, and home equity lines of credit. It finances the construction of individual and owner-occupied houses. First mortgage construction loans are made to contractors secured by real estate that is both a pre-sold and a 'speculation' basis. The company makes residential construction loans to individuals who intend to erect owner occupied housing on a purchased parcel of real estate.

Non-Residential Consumer Lending: Non-residential consumer loans made by the company include loans for automobiles, recreation vehicles, and boats, as well as personal loans (secured and unsecured) and deposit account secured loans. It also conducts various indirect lending activities through established retail companies in its market areas.

#### Investment Portfolio

As of December 31, 2009, the company's investment portfolio included U.S. treasury securities and obligations of U.S. government sponsored corporations and agencies; residential collateralized mortgage obligations; residential mortgage backed securities; obligations of state and political subdivisions; trust preferred debt securities; and restricted stock.

### Deposits

The company's deposits include demand deposits (interest bearing and non-interest bearing), savings deposits, and time deposits.

#### Competition

The company's competitors include Bank of America, PNC Bank, Wachovia Bank (a subsidiary of Wells Fargo), and Sovereign Bank.



### History

1st Constitution Bancorp was founded in 1989.

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.



### **Contents**

#### RESEARCH METHODOLOGY

#### **DISCLAIMER**

#### 1. 1ST CONSTITUTION BANCORP COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

#### 2. 1ST CONSTITUTION BANCORP BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### 3. 1ST CONSTITUTION BANCORP SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### 4. 1ST CONSTITUTION BANCORP FINANCIAL ANALYSIS

- 4.1. Financial Statements
- 4.1.1. Income Statement
- 4.1.2. Balance Sheet
- 4.1.3. Cash Flow
- 4.2. Financial Ratios
- 4.2.1. Profitability
- 4.2.2. Margin Analysis



- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

#### 5. 1ST CONSTITUTION BANCORP COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. 1st Constitution Bancorp Direct Competitors
- 5.2. Comparison of 1st Constitution Bancorp and Direct Competitors Financial Ratios
- 5.3. Comparison of 1st Constitution Bancorp and Direct Competitors Stock Charts
- 5.4. 1st Constitution Bancorp Industry Analysis
- 5.4.1. Industry Snapshot
  - 5.4.2. 1st Constitution Bancorp Industry Position Analysis

#### 6. 1ST CONSTITUTION BANCORP NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

### 7. 1ST CONSTITUTION BANCORP EXPERTS REVIEW<sup>1</sup>

- 7.1. Experts Consensus
- 7.2. Experts Revisions

### 8. 1ST CONSTITUTION BANCORP ENHANCED SWOT ANALYSIS<sup>2</sup>

### 9. UNITED STATES PESTEL ANALYSIS<sup>2</sup>

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors



### 10. 1ST CONSTITUTION BANCORP IFE, EFE, IE MATRICES<sup>2</sup>

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

# 11. 1ST CONSTITUTION BANCORP PORTER FIVE FORCES ANALYSIS<sup>2</sup>

### 12. 1ST CONSTITUTION BANCORP VRIO ANALYSIS<sup>2</sup>

**APPENDIX: RATIO DEFINITIONS** 

### **LIST OF FIGURES**

1st Constitution Bancorp Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit

**Profit Margin Chart** 

**Operating Margin Chart** 

Return on Equity (ROE) Chart

Return on Assets (ROA) Chart

Debt to Equity Chart

**Current Ratio Chart** 

1st Constitution Bancorp 1-year Stock Charts

1st Constitution Bancorp 5-year Stock Charts

1st Constitution Bancorp vs. Main Indexes 1-year Stock Chart

1st Constitution Bancorp vs. Direct Competitors 1-year Stock Charts

1st Constitution Bancorp Article Density Chart

The complete financial data is available for publicly traded companies.

<sup>1 –</sup> Data availability depends on company's security policy.

<sup>2 –</sup> These sections are available only when you purchase a report with appropriate additional types of analyses.



### **List Of Tables**

#### LIST OF TABLES

1st Constitution Bancorp Key Facts

**Profitability** 

Management Effectiveness

Income Statement Key Figures

**Balance Sheet Key Figures** 

Cash Flow Statement Key Figures

Financial Performance Abbreviation Guide

1st Constitution Bancorp Key Executives

1st Constitution Bancorp Major Shareholders

1st Constitution Bancorp History

1st Constitution Bancorp Products

Revenues by Segment

Revenues by Region

1st Constitution Bancorp Offices and Representations

1st Constitution Bancorp SWOT Analysis

Yearly Income Statement Including Trends

Income Statement Latest 4 Quarters Including Trends

Yearly Balance Sheet Including Trends

Balance Sheet Latest 4 Quarters Including Trends

Yearly Cash Flow Including Trends

Cash Flow Latest 4 Quarters Including Trends

1st Constitution Bancorp Profitability Ratios

Margin Analysis Ratios

**Asset Turnover Ratios** 

**Credit Ratios** 

Long-Term Solvency Ratios

Financial Ratios Growth Over Prior Year

1st Constitution Bancorp Capital Market Snapshot

1st Constitution Bancorp Direct Competitors Key Facts

**Direct Competitors Profitability Ratios** 

**Direct Competitors Margin Analysis Ratios** 

**Direct Competitors Asset Turnover Ratios** 

**Direct Competitors Credit Ratios** 

Direct Competitors Long-Term Solvency Ratios

Industry Statistics



1st Constitution Bancorp Industry Position

Company vs. Industry Income Statement Analysis

Company vs. Industry Balance Sheet Analysis

Company vs. Industry Cash Flow Analysis

Company vs. Industry Ratios Comparison

1st Constitution Bancorp Consensus Recommendations<sup>1</sup>

Analyst Recommendation Summary<sup>1</sup>

Price Target Summary<sup>1</sup>

Experts Recommendation Trends<sup>1</sup>

Revenue Estimates Analysis<sup>1</sup>

Earnings Estimates Analysis<sup>1</sup>

Historical Surprises<sup>1</sup>

Revenue Estimates Trend<sup>1</sup>

Earnings Estimates Trend<sup>1</sup>

Revenue Revisions<sup>1</sup>



### **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 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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