

# 3DShopping.com Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/3B33049965BBEN.html>

Date: April 2024

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: 3B33049965BBEN

## Abstracts

3DShopping.com 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 3DShopping.com and its competitors. This provides our Clients with a clear understanding of 3DShopping.com position in the Industry.

The report contains detailed information about 3DShopping.com 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 3DShopping.com. 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 3DShopping.com 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 3DShopping.com 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 3DShopping.com business.

## **About 3DShopping.com**

3Dshopping Com., formed under the laws of the State of California in 1996, currently provides online merchants with the ability to give their customers interactive, three-dimensional (3D) online shopping experiences. Using the company's proprietary technology, it is able to create web sites for its clients on which 3D images of products they offer are displayed. Web site users are able to view these 3D product images through a full 360-degree rotation around the product image. The company's technology also provides motion imagery and zoom capabilities, allowing users to interactively examine products in detail. The company's technology ensures that images, including motion-based imagery, are accessible from the simplest computers, without end users having to download cumbersome plug-ins or software applications.

## **Products and Services**

The company's 3D proprietary technology and digital photographic techniques are capable of delivering a complete visual display over the Internet or comparable private computer networks for purposes of eBusiness and advertising. The company's technology is used to design, install and maintain web sites that feature products which require rich visual displays to capture buying interest. The company's technology is interactive, allowing the viewer to freeze the frame, select a desired angle and then

zoom in on selected details. The company's products include:

**3D Image Store** – The company creates '3D image store' using its 3Dshopping System™. 3D content is created using actual products or models through digital photography and proprietary programming techniques that, together, produce a fluid full-range rotational view (VR) of products to be displayed on the Internet. The 3Dshopping System™ does not require end users to download special software or plug-ins, making the online shopping experience hassle-free and fast. The 3Dshopping System™ is a combination of marketing solutions and technology that, bridges the gap between the traditional 'see, touch and feel' off-line shopping experience and the "static" online shopping experience.

**O2VM Movies** – The Company also uses its proprietary technology to create virtual, full-motion (VM) imagery on web browsers that can be accessed by end users without the need for any additional plug-in downloads. The company's 3D movies are exciting additions to e-commerce, educational, entertainment, and commercial web sites.

**O2ZOOM** – The Company's O2Zoom system provides zoom magnification that is limited only by the quality and size of the original artwork. Images can be zoomed and panned in real time, providing the viewer the unique ability to select and view any portion of the image. O2Zoom is configurable in three ways: as mouse driven magnifying glass; a "click to zoom;" or a combination of the two. The technology offers the viewer the ability to examine details of images without the use of plug-ins and without pixel distortion.

**O2 Accelerator** - The O2Accelerator is a hardware/software system installed in front of Internet servers that dramatically reduces consumers' 'wait' time during web page downloads by reducing image file size. This technology, typically called 'image compression', can reduce raw image files sizes of 40K bytes down to 12K bytes without any degradation in image quality.

**O2Magic Mail** - The 3D Shopping System™ can be effectively imbedded inside e-mails. This provides the company's clients with the ability to differentiate and enhance their e-mail campaigns. The company's E-mail services include: Designing customized e-mail based marketing campaigns; Integrating the company's VR and VM imagery into the e-mail element of the campaign; Building and managing e-mail address databases; Maintaining and updating customer lists; and Tracking and analyzing responses.

**Commercial Builder** – The company's Commercial Builder enables Internet sites to build

custom-designed commercials for end users on an automated basis. Using identifiable end-user information, online advertising targeted toward the demographic group to which the end-user belongs can be developed and delivered to that end user during his or her visit to the site. This

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.

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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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