

Accelerize New Media, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Accelerize New Media, 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 Accelerize New Media, Inc. and its competitors. This provides our Clients with a clear understanding of Accelerize New Media, Inc. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Accelerize New Media, 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 Accelerize New Media, 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 Accelerize New Media, 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 Accelerize New Media, 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 Accelerize New Media, Inc. business.

About Accelerize New Media, Inc.

Accelerize New Media, Inc. offers an online media solution for clients to reach their target audience on the Internet. The company provides lead generation and performance based customer acquisition solutions via its network of financial, news, and business networking portals, blogs, targeted e-mail, banners, search engine optimization, and co-registration opportunities.

Lines of Business

The company has two lines of business: Online advertising and Lead generation/Performance based Marketing.

Online advertising: The company's financial content network is available over the Internet, and sells display advertisings, list management, targeted lead generation, and Web consulting services.

Lead generation/Performance based marketing: The company utilizing its internally designed and developed lead generation platform, delivers buyers to sellers by providing vendors with opportunities to contact qualified and interested potential

customers, and essentially crafting new-business leads for such vendors. The company's lead generation focus surrounds the industry of debt settlement, credit repair/reports, and tax settlements.

Web Properties

The company owns and operates a portfolio of approximately 6,000 domain names (URLs). The company's URL portfolio is used to build consumer-based financial portals, microsites, blogs, and landing pages used for lead generation initiatives.

The company's financial portals include www.secfilings.com, a financial business networking portal delivering SEC data and user-generated content; www.executivedisclosure.com, a financial and business networking blog offering news and information about salaries, bonuses, option grants, and stock award data provided by publicly-held companies; www.investterms.com, which provides investors with real-time news and education, syndicated across a network of distribution partners; www.otcroadshow.com, which generates investor awareness for public and private companies.

The company's team creates company reports, marketing materials and supplementary materials that are then put in front of a targeted audience to garner company awareness, business leads, and real time feedback on products/services; www.theotcinvestor.com, is a provider of OTC-BB and Pinksheet news, research, and insights; www.form10-k.com, is its micro-site properties, offering to customers and users select functionality from its main portals, including the ability to search financial information and drive targeted leads for its customers; and www.chinesepubliccompanies.com, a source of information on Chinese stocks and the U.S. listed Chinese ADR securities listed both on central exchanges and OTC. The Website provides an independent, unbiased source for news, research, insights, and other information about foreign companies based in or operating in China.

Lead Generation and Software-As-A-Service Destinations

www.accelerizenewmedia.com/offers/index.aspx: The company has developed a technology platform to generate, validate, and deliver lead generation programs.

www.cakemarketing.com: The company offers a Software-as-a-Service-based lead generation, validation, and distribution platform for performance based marketing companies, online publishers, advertising agencies, and corporations.

Partners

Web development, server and database development/maintenance, financial data process, and lead generation development/maintenance are carried out in-house and via a number of partners. The company's partners include Edgar Online, Inc.; Maximum ASP; TARGUSinfo; The Planet; Zacks Investment Research Inc.; Opt-Intelligence Inc.; and Lake Group Media.

Significant Events

In 2010, the company expanded into the performance based software business through the formation of its new Cake Marketing Software Division.

Competition

The company's competitors include Edgar Online, Inc., TheStreet.com, Inc., ValueClick, Inc., QuinStreet, Inc., Reuters, Standard & Poor's and Thomson Financial, S&P's Capital IQ, Dun & Bradstreet, Factset, Thompson's Global Securities Information, 10-K Wizard Technology, MSN Money, Yahoo!

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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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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