

# Adsouth Partners Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Adsouth Partners 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 Adsouth Partners Inc. and its competitors. This provides our Clients with a clear understanding of Adsouth Partners Inc. position in the Industry.

The report contains detailed information about Adsouth Partners 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 Adsouth Partners 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 Adsouth Partners 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 Adsouth Partners 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 Adsouth Partners Inc. business.

### **About Adsouth Partners Inc.**

Adsouth Partners, Inc. engages in providing advertising agency services specializing in direct response media campaigns. The Company's advertising agency services include the placement of advertising in television, Internet and print media outlets; the production of advertising content including television commercials, print advertising and other graphics design literature; and advertising and marketing consulting services.

### **Segments**

The Company's business consists of two operating segments, advertising and products.

### **Advertising and Direct Marketing**

The Company offers advertising customers a range of services including: the placement of advertising in television, internet and print media outlets; the production of advertising content, including television commercials, print advertising and other graphics design literature; and advertising and marketing consulting services relating to the customer's marketing campaign.

In performing its advertising agency services, the company both uses its production

services and, in certain cases, the company outsourcer's commercial production services to third party production companies.

## Products

In 2004, the company acquired the rights to Dermafresh. The Dermafresh line consisted of a home microdermabrasion kit skin care product. The Company's line of skin care products to include a collagen facial blanket, a glycolic facial blanket, eye and lip contour patches, a scar and stretch mark renewal patch, a decollete renewal blanket, a roll-on collagen, an anti-wrinkle and firming serum and a bottled skin toner.

In 2004, the company entered into a distribution and marketing agreement with Simon Cosmetics pursuant to which Simon Cosmetics granted it's the two-year exclusive right to distribute and sell its line of skin care products, knows as the Simon Solutions Line, in North America. The initial Simon Solutions product is a lip enhancement product that is endorsed by Pamela Sue Anderson.

In January 2005, the company acquired certain assets of Miko Brands, including the right to the Miko products. Miko sells nine marinade and dressing sauces.

In February 2005, the company signed an exclusive retail distribution agreement with Delmar, pursuant to which it has a two-year right to distribute and sell a line of skin care products for mass market distribution in the United States and Canada. Delmar markets its skin care products under the L'Avenir brand name. The company introduced this product under the name e70, in March 2005.

In August 2005, the company obtained exclusive five year marketing and distribution rights for the Hercules Hook, a patented hook for hanging items on walls. It also obtained distribution rights for D-Shed, a pet grooming device. The company introduced the D-Shed to the retail market in December 2005.

In October 2005, the company obtained two year exclusive distribution rights for PEARL - Anti Wrinkle/ Moisturizing Mist, an anti-wrinkle moisturizing treatment used by members of the entertainment industry. The distribution rights were obtained from StarMaker Products for domestic and international distribution. StarMaker Products is a joint effort between director and former Happy Days star, Anson Williams and makeup artist and product developer JoAnna Connell.

During 2005, the company internally developed and marketed two lines of flashlights

branded as the Extreme Beam Flashlight and the Clip Light.

In December 2005, the company organized Genco Power Solutions, Inc. (Genco) for the purpose of marketing, selling, installing and servicing integrated power generator systems to residential homeowners and commercial business throughout Florida. The company owns 66% of Genco.

## Markets

The company markets its products to major retail, drug store, food and similar chains.

## Customers

The company's customers for its products are generally mass merchandising retail companies, including retailers in the United States.

## Competition

The Company's major competitors include WPP Group, Omnicom Group, Interpublic Group, Digitas, ChoicePoint Precision Marketing and Havas. It also competes with The Proctor & Gamble Company, Johnson & Johnson, Revlon, Inc. and Guthy-Renker.

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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