

# American Public Education, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

American Public Education, 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 American Public Education, Inc. and its competitors. This provides our Clients with a clear understanding of American Public Education, Inc. position in the [Diversified Services](#) Industry.

The report contains detailed information about American Public Education, 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 American Public Education, 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 American Public Education, 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 American Public Education, 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 American Public Education, Inc. business.

### **About American Public Education, Inc.**

American Public Education, Inc. provides online postsecondary education serving the communities of military and public service. The company operates through two universities, American Military University, or AMU, and American Public University, or APU, which together constitute the American Public University System.

The company's universities share a common faculty and curriculum, which includes 76 degree programs and 51 certificate programs in disciplines related to national security, military studies, intelligence, homeland security, criminal justice, technology, business administration, education and liberal arts. The company serves approximately 63,700 students living in 50 states, the District of Columbia, and many foreign countries.

### **Curriculum and Scheduling**

The company offers 127 degree and certificate programs. These programs contain approximately 1,400 courses, designated as core, major or elective courses. The company offers terms beginning on the first Monday of each month, with approximately 1,400 classes in over 820 courses starting each month in either eight- or sixteen-week formats.

At the graduate level, the company offers degree programs in the following disciplines Master of Arts in: Criminal Justice, Emergency Management and Disaster Management, History, Homeland Security, Humanities, Intelligence Studies, International Relations and Conflict Resolution, Management, Legal Studies, Military History, Military Studies; National Security Studies; Political Science, Security Management, and Transportation Management and Logistics; Master of Business Administration; Master of Public Administration; Master of Education in: Administration and Supervision, Guidance Counseling, and Teaching; and Master of Public Health; Master of Science in: Environmental Policy and Management, Space Studies, and Sports Management.

At the undergraduate level, the company offers degree programs in the following disciplines: Bachelor of Arts in: Child and Family Development, Criminal Justice, Emergency and Disaster Management, English, General Studies, History, Homeland Security, Hospitality Management, Intelligence Studies, International Relations, Management, Marketing, Middle Eastern Studies, Military History, Military Management and Program Acquisition, Philosophy, Political Science, Psychology, Religion, Security Management, Sociology, and Transportation and Logistics Management; Bachelor of Business Administration; Bachelor of Science in: Criminal Justice with Concentration in Forensics Environmental Studies, Fire Science Management, Information Technology, Information Technology Management, Information System Security, Legal Studies, Public Health, Space Studies, and Sports and Health Sciences; Associate of Arts in: Accounting, Business Administration, Communication, Counter-Terrorism Studies, Early Childhood Care and Education, General Studies, History, Hospitality, Military History, Personnel Administration, Real Estate Studies, and Weapons of Mass Destruction Preparedness; Associate of Science in: Computer Applications, Database Application Development, Fire Science, Explosive Ordnance Disposal, Web Publishing, Paralegal Studies, and Public Health.

### Partnership at a Distance

The company has established proprietary information systems and processes to support what the company refers to as Partnership At a Distance, or PAD. The PAD system allows prospective and students to interact with the company exclusively online, on their schedule.

### History

American Public Education, Inc. was founded in 1991. The company was formerly

known as American Military University, Inc. and changed its name to American Public Education, Inc. in 2002.

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. AMERICAN PUBLIC EDUCATION, INC. 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. AMERICAN PUBLIC EDUCATION, INC. 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. AMERICAN PUBLIC EDUCATION, INC. SWOT ANALYSIS**

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

### **4. AMERICAN PUBLIC EDUCATION, INC. 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. AMERICAN PUBLIC EDUCATION, INC. COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. American Public Education, Inc. Direct Competitors
- 5.2. Comparison of American Public Education, Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of American Public Education, Inc. and Direct Competitors Stock Charts
- 5.4. American Public Education, Inc. Industry Analysis
  - 5.4.1. Diversified Services Industry Snapshot
  - 5.4.2. American Public Education, Inc. Industry Position Analysis

## **6. AMERICAN PUBLIC EDUCATION, INC. NEWS & EVENTS**

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

## **7. AMERICAN PUBLIC EDUCATION, INC. EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. AMERICAN PUBLIC EDUCATION, INC. 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. AMERICAN PUBLIC EDUCATION, INC. 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. AMERICAN PUBLIC EDUCATION, INC. PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. AMERICAN PUBLIC EDUCATION, INC. VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

American Public Education, Inc. 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

American Public Education, Inc. 1-year Stock Charts

American Public Education, Inc. 5-year Stock Charts

American Public Education, Inc. vs. Main Indexes 1-year Stock Chart

American Public Education, Inc. vs. Direct Competitors 1-year Stock Charts

American Public Education, Inc. Article Density Chart

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.

## List Of Tables

### LIST OF TABLES

American Public Education, Inc. Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
American Public Education, Inc. Key Executives  
American Public Education, Inc. Major Shareholders  
American Public Education, Inc. History  
American Public Education, Inc. Products  
Revenues by Segment  
Revenues by Region  
American Public Education, Inc. Offices and Representations  
American Public Education, Inc. 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  
American Public Education, Inc. Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
American Public Education, Inc. Capital Market Snapshot  
American Public Education, Inc. 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  
Diversified Services Industry Statistics



American Public Education, Inc. 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  
American Public Education, Inc. 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 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?

## I would like to order

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