

AOL, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about AOL, 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 AOL, 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 AOL, 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 AOL, 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 AOL, Inc. business.

About AOL, Inc.

AOL Inc. operates as a Web services company. The company's business spans online content, products and services that it offers to consumers, publishers and advertisers.

Business Operations

The company's business operations are focused on the following: AOL Properties, Third Party Network, and AOL Advertising.

AOL Properties

AOL Media Offerings

AOL Media offerings include original content produced through its network of content creators, which includes journalists and other writers, content the company licenses from third parties, and aggregations of user-generated content. The company's content offerings are made available to audiences through sites, such as the AOL.com homepage, as well as to other audiences on branded properties, such as Asylum, Engadget and WalletPop.

The company offers Seed.com platform which allows writers and photographers to

submit original content for its professional editors to review and possibly publish on AOL Properties or on third party sites. Additionally, the acquisition of StudioNow, Inc. provides the company with a video content management system and network of professional videographers that would allow the company to increase the amount of original video the company creates. AOL Media offerings include the following: News & Information (including Engadget, DailyFinance, AOL News, WalletPop, FanHouse and PoliticsDaily); Women & Lifestyle (including StyleList, Lemondrop, PawNation and ParentDish); Entertainment (including Moviefone, AOL Music, AOL Television and PopEater); and Marketplace Solutions (including AOL Autos, AOL Shopping, Tripvine and RentedSpaces).

Local

The company provides local content, platforms, and services covering geographic levels ranging from neighborhoods to major metropolitan areas. The company has developed and acquired platforms that are designed to facilitate the aggregation, distribution, and consumption of local content. This local content includes professional editorial content, user-generated content and business listings.

The company's local offerings include the following: Patch, which is a community-specific news and information platform providing comprehensive local coverage for individual towns and communities; MapQuest, which is a online mapping and directions service; Local Entertainment Guides (including City's Best); and Local Directories (including AOL Yellow Pages).

Consumer Applications

The company offers a suite of consumer applications, including communications products and services. Its e-mail and instant messaging products and services provide the company with the ability to reach consumers globally. The company's consumer applications offerings include the following: AOL Mail, an e-mail service in the United States; AIM, which is a instant messaging service in the United States; a suite of mobile offerings which extend its content, products and services to a range of digital devices; various toolbars (browser plug-ins) that gives consumers access to content and search; Lifestream, which provides consumers a way to aggregate updates from different social networks to which they belong; and ICQ, which is an instant messaging service that has an international presence.

Search and Contextual

The company offers AOL Search on AOL Properties. It provides its consumers with a general, Internet-based search experience that utilizes Google's organic Web search results and additional links on the search results page that showcase contextually relevant AOL and third-party content and information, as well as provide various search-related features (such as suggesting related searches to help users further refine their search queries). The company also provides its consumers with relevant paid text-based search advertising through its relationship with Google, in which the company provides consumers sponsored link ads in response to their search queries.

The company also offers its own proprietary video (Truveo) and news (Relegence) search services. Truveo's functionality enables consumers to enter search terms to discover publicly available online videos and receive search results that include links to each vide

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.
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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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