

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

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Abstracts

Artfest International, 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 Artfest International, Inc. and its competitors. This provides our Clients with a clear understanding of Artfest International, Inc. position in the [Media](#) Industry.

The report contains detailed information about Artfest International, 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 Artfest International, 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 Artfest International, 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 Artfest International, 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 Artfest International, Inc. business.

About Artfest International, Inc.

Artfest International, Inc. provides sales, marketing, financial, and e-commerce systems to the industries of arts, antiques, collectibles, and luxury goods. The markets are serviced by artists, dealers, galleries, and manufacturers of reproductions and luxury goods.

The company offers and sells art reproductions using the Giclee technique. It has access to production and distribution of authentic framed autographed sports and entertainment collectibles and art pieces. The company has developed a RFID technology that enables it to validate reproduction numbers, replace damaged goods, and prove provenance.

Artfest DIRECT – Direct-Sales Model

Artfest Direct, the company's wholly owned subsidiary, is its direct-sales Internet-based company where associate members and independent art dealers can buy, sell, and trade limited edition signed and numbered fine art and collectibles. Fine art is available in various formats, including Giclee, lithography, and serigraph, which uses a stencil to create sharp lines upon the medium.

Charity Sports Distributors, Inc. (CSD): CSD's distribution avenues include B2B and B2C sales, charity fundraising auctions, professional and college sports team's pro shops, e-stores, and online auctions. CSDs' marketing is focused on Home Game activity-which offers sports related memorabilia at home games for professional and college level teams, including a in-game silent auction concept known as home game auction; charity fundraising activity – which offers charities a packaged solution to obtaining merchandise for their auction needs; and walk in traffic at their facility – offering framing and related services to sports stars and enthusiasts.

Art Channel NETWORK – National TV Syndication and Art Channel

Art Channel Network provides a range of multi-cultural programming, including artist documentaries, live paintings, artist collections, artist interviews, live concerts and other art centric content.

Artfest GALLERIES – Brick and Mortar Galleries and Celebrity Events

Artfest Galleries consists of one brick and mortar gallery which showcases fine art and collectibles in a traditional gallery setting.

Artfest AUCTIONS – Online Auctions

My Artfest (www.myartfest.com) is an Internet auction website concept that would operate and generate revenues similar to eBay. Through this online revenue medium, galleries, wholesalers, artists, dealers, and private collectors would have an art-focused Web site to auction their fine art and collectibles.

Competition

The company's direct competition includes direct sales and marketing organizations, such as Mary Kay, Blythe, and Tupperware.

History

Artfest International, Inc. was founded 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.

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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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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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