

# **Beyond Commerce, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

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

The report contains detailed information about Beyond Commerce, 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 Beyond Commerce, 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 Beyond Commerce, 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 Beyond Commerce, 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 Beyond Commerce, Inc. business.

### **About Beyond Commerce, Inc.**

Beyond Commerce, Inc., an Internet company, engages in Web site advertising and e-commerce transactions.

#### **Operations**

The company's primary business operations are i-SUPPLY, and BOOMj. It also has a subsidiary, KaChing KaChing, Inc. (KaChing), which is a progressive e-commerce business allocated to offering of an e-commerce solution that provides individual store owners the ability to create, manage, and earn money from product sales generated from their individual online Web stores.

#### **i-SUPPLY**

The company's i-SUPPLY division provides e-commerce tools and solutions for high traffic Web sites. The i-SUPPLY widget online store would allow any Web site that is operated by a third party to use its online storefront tool to monetize visitors of their Web site by cutting and pasting a few lines of code to instantly create a online storefront on their site. Using the i-SUPPLY tool, participating Web sites would be able to offer 1.8

million brand name products on their Web site and would be able to customize the look and feel of their storefront. i-SUPPLY creates a value-add to these owners by handling product selection, pricing, customer support, billing, and shipping for any sales generated by its widget. In March 2009, the company launched the beta version of the i-SUPPLY store front tool.

i-SUPPLY offers E-commerce solutions that combine the features of hottest online storefronts with social shopping platforms, offering users of i-SUPPLY highly technology, products, and information to monetize their traffic. i-Supply has approximately 4,800 member affiliate agreements and approximately 2,600 stores. The company is in the process of creating stores for the member affiliate agreements that do not yet have corresponding stores. The core of i-SUPPLY is its proprietary Widget store technology.

#### BOOMj.com

The BOOMj subsidiary operates BOOMj.com, the online community for Baby Boomers and Generation Jones. BOOMj.com offers an integrated online experience through social networking and shopping tools for members to network, as well as share common interests with others, including their friends, family, and colleagues. BOOMj.com's traditional social-networking features include that of creating a personal and business profile, uploading, and sharing images and videos. Community features include blogs, groups and messaging between friends, as well as the ability to create posts and leave messages on individual profile pages. BOOMj.com also offers content from respected third parties, such as Tribune Media, in the areas of current events, health, and lifestyle. This additional news and information offers incremental value to members and often acts as the starting point for debate and interaction. The BOOMj store offers approximately 1.8 million brand name products. The store is available to both its members and the general public and offers products across major categories, including beauty, garden and patio, Books, kitchen, music, camera and photo, office supplies, computers, pets, consumer electronics, wellness, and DVDs. BOOMj.com has registered approximately 85,000 members since commencing the site.

#### KACHING KACHING INC.

KaChing is an early-stage business that launched its Web site, [www.kachingkaching.com](http://www.kachingkaching.com) in 2009. KaChing is a progressive e-commerce company offering an e-commerce solution that provides individual store owners (store owners) the ability to create, manage, and earn money from product sales generated from their

individual online Web stores. This business model is basically a retail chain of online stores serving consumers on the Internet. Store product categories include books, DVDs, computers, software, kitchen, home & garden, pet supplies, cosmetics & fragrance, health & wellness, consumer electronics, cameras, office supplies, and other items. KaChing manages product selection, on-site merchandising, shipping, returns, refunds, customer service, and pricing. KaChing offers back office dashboard that allows store owners to manage their stores and track commissions, basically a turn-key operation.

### Significant Events

In October 2009, the company and its wholly-owned, LocalAdLink, Inc. entered into an asset purchase agreement with OmniReliant Holdings, Inc. (Omni), pursuant to which, the company and LocalAdLink sold to Omni the assets relating to the LocalAdLink software, the Web site, [www.LocalAdLink.com](http://www.LocalAdLink.com), and a local search directory and advertising network that brings local advertising to geo-targeted consumers.

### Competition

The company's competitors include [seniorjournal.com](http://seniorjournal.com), [boomerwomenspeak.com](http://boomerwomenspeak.com), [aginghipsters.com](http://aginghipsters.com), [50Plus.com](http://50Plus.com), [generationjones.com](http://generationjones.com), YouTube, Craig's List, Evite, Shutterstock, Facebook, [YellowPages.com](http://YellowPages.com), [Eons.com](http://Eons.com), [TeeBeeDee.com](http://TeeBeeDee.com), [AARP.com](http://AARP.com), [Facebook.com](http://Facebook.com), [Myspace.com](http://Myspace.com), [Boomergirl.com](http://Boomergirl.com), and [Boomer411.com](http://Boomer411.com). In addition, it also competes with portals like [Yahoo.com](http://Yahoo.com), [MSN.com](http://MSN.com), [Aol.com](http://Aol.com), and professional social communities like LinkedIn and Plaxo.

### History

The company was incorporated in 2006. It was formerly known as BOOMj, Inc. and changed its name to Beyond Commerce, Inc. in 2008.

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?

## I would like to order

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