

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

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Abstracts

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

The report contains detailed information about CLICKER 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 CLICKER 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 CLICKER 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 CLICKER 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 CLICKER Inc. business.

About CLICKER Inc.

Clicker Inc. operates as a Web publisher and Internet brand builder focusing on developing brands and properties that incorporate social networking and reward properties that use content, commerce, and advertising for the next generation global Internet user. The company intends to build these properties and position them for sale to companies who desire to take the brands and proof of concept to next level of development.

The company's subsidiary, Financial Filings Corp., provides news distribution and electronic document conversion services to small and mid-sized public companies for filing to the EDGAR Web site of the Securities and Exchange Commission (SEC).

Web Properties

Forwant.com: ForWant.com is a free classified advertisements site with various ads posted by users. The Web site allows users to post advertisements for and search various specialized categories, including, housing, merchandises, services, personal ads, and employment listings in specialized communities in the United States and Canada, as well as other countries, such as the United Kingdom, India, and Ireland. The Web site also has paid premium content and sections.

Cashclicker.com and C2we.com: Cashclicker.com is an e-reward site that would reward registered users on everyday consumption of content, commerce, and search.

C2we.com is the social network site that is affiliated with Cashclicker.com. Both sites are in development.

Sippinit.com: Sippinit.com (www.sippinit.com) is an online pop, entertainment, and gossip property that would incorporate social networking with entertainment gossip. The property is in development.

ItsMyLocal.com: ItsMyLocal.com is a reward property incorporates local search and rewards with local peer to peer social networking and rewards. The site is in the concept stage.

Sportsgulp.net: Sportsgulp.net is a social networking Web site and gossip channel for sports enthusiasts. The property is in development.

Wallst.net and Mywallst.net: Wallst.net and Mywallst.net is a financial social community provides an open forum for likeminded investors to share and collaborate and mentor. The site offers message boards and quotes, as well as video interviews which have aired on both internet and/or television. Through its wholly owned subsidiary, Wallstreet Direct Inc, these properties are main focus for the company.

Competition

The company competes for advertisers, users, and content providers and e commerce customers with various types of companies, including publishers and distributors of traditional media (television, radio, and print), such as The Wall Street Journal, CNN, and CNBC; general purpose consumer online services, such as Craigslist, Kijiji (an Ebay company); online services or Web sites targeted to business, finance, and investing needs, such as Monster and Yahoo's Hot jobs; and affiliate and multi-level marketing and other companies, such as Herbalife and Amway, Infoseek, Yahoo!, and Lycos. It also identifies competition from Local.com; and yelp.com.

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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