

## Dex One Corporation Due Diligence Report Including Financial, SWOT, Competitors and Industry Analysis

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Dex One Corporation Due Diligence 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 Dex One Corporation and its competitors. This provides our Clients with a clear understanding of Dex One Corporation position in the **Media Industry**.

- The report contains detailed information about Dex One Corporation 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 Dex One Corporation. 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 Dex One Corporation 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 Dex One Corporation 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 Dex One Corporation business.

### About Dex One Corporation

Dex One Corporation operates as a marketing services company that helps local businesses reach and keep ready-to-buy consumers. The company offers local businesses personalized marketing consulting services and exposure across a network of local marketing products, including print, online, and mobile yellow pages and search solutions, as well as search engines.

### Marketing Products

The company provides the Dex Advantage, an integrated offering that ensures local clients' business information is published and marketed through a single profile and distributed via a variety of both owned and operated products and through other local search products.

The Dex Advantage spans multiple media platforms for local advertisers including print with Dex published directories, which it co-brands with other brands in the industry, such as Qwest, CenturyLink (formerly Embarq) and AT&T, online and mobile devices with DexKnows.com and voice-activated directory search at 1-800-Call-Dex. The company's digital affiliate provided solutions are powered by DexNet.

#### Print Products and Services

The company offers three primary types of printed yellow pages directories: core directories, community directories and Plus companion directories. Core directories cover large population or regional areas, whereas community directories typically focus on a sub-section of the areas addressed by corresponding core directories. The Plus companion directory is a small format directory used in addition to the core and community directories. It is complementary to the core directory with replicated advertising from the core directory. Print directory advertising products can be broken down into three basic categories: Yellow Pages, White Pages and Specialty/Awareness Products.

#### Yellow Pages

This listing includes the name, address and telephone number of the business and is included in alphabetical order in the relevant industry classification. A range of paid advertising options is available in yellow pages directories:

**Listing options** — Clients may enhance their complimentary listing in several ways. Clients may also purchase extra lines of text to convey information, such as hours of operation, a more detailed description of their business, or a website address.

**In-column advertising options** — In-column advertisements may include such features as bolding, special fonts, color, trademarks and graphics.

**Display advertising options** — A display advertisement allows businesses to include a range of information, illustrations, photographs and logos. Display advertisers are offered various levels of color, including spot-four color, enhanced color, process photo and high-impact.

#### White Pages

The company provides a white pages listing to every residence and business in a given area that sets forth the name, address and phone number of each residence or business unless they have requested not to be listed.

#### Specialty/Awareness Products

The company offers 'awareness products' that allow businesses to advertise in a variety of high-visibility locations on or inside a directory. Awareness products include placement of clients' advertisements on the inside and outside of the front and back cover, on tabs within the directory, on the edges of the directory, on delivery bags and on card stock inserted in the directory and in delivery bags.

#### Online Products and Services

##### DexKnows.com

The company's listing and clients' content is also placed on the DexKnows.com platform through basic text

listings and searchable business profiles and through Internet products, including DexKnows Enhanced Packs and DexKnows Starter Packs. DexKnows.com includes approximately 13.1 million business listings and approximately 175 million residential listings from across the United States.

#### DexNet

DexNet drives leads to clients through placement of their business listings in prime locations on DexKnows.com and distributes it to other major search engines. Products and services offered by DexNet provide solutions to enhance local directional marketing capabilities.

#### Business.com

Dex One's business-to-business platforms enable clients to find what they need to manage and grow their businesses and reach ready-to-buy consumers across the Internet. Business.com website provides how-to guides covering business challenges, the ability to ask for and receive business advice through online question and answer forum, Business.com Answers, and the ability to find the right products, services and vendors through Business-to-Business (B2B) online directory. Work.com website primarily operates as an online publishing platform, enabling to create useful how-to guides on a range of business topics.

#### Suppliers

The company's suppliers include CellMark Paper, Inc., Nippon Paper Industries USA, Co., Ltd., Catalyst Paper (USA) Inc. and Tembec Paper Group.

#### Competition

The company competes with traditional print yellow pages directory publishers, including independent publishers, such as Yellowbook, White Directory Publishing, Inc. and Phone Directories Company. In some markets, the company competes with other incumbent publishers, such as SuperMedia (formerly Idearc) and AT&T. The company's primary online competition to be the search engines, such as Google, Yahoo!, and BING.

#### History

Dex One Corporation was founded in 1841. The company was formerly known as R.H. Donnelley Corporation and changed its name to Dex One Corporation in January 2010.

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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