

# Display Technologies, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/D61E0F9704EBEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: D61E0F9704EBEN

## Abstracts

Display Technologies, 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 Display Technologies, Inc. and its competitors. This provides our Clients with a clear understanding of Display Technologies, Inc. position in the Industry.

The report contains detailed information about Display Technologies, 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 Display Technologies, 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 Display Technologies, 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 Display Technologies, 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 Display Technologies, Inc. business.

### **About Display Technologies, Inc.**

Display Technologies, Inc., a Nevada corporation, was incorporated under the name La-Man Corporation in Michigan in 1979 and remained substantially inactive until the autumn of 1980. The Company's direct wholly-owned subsidiaries include Ad Art Electronic Sign Corporation, a Florida corporation (Ad Art), Don Bell Industries, Inc., a Florida corporation (Don Bell), Certified Maintenance Services, Inc., a Florida Corporation (Certified), Lockwood Sign Group, Inc., a Florida corporation (Lockwood), J.M. Stewart Industries, Inc., a Florida corporation (Stewart Industries), J.M. Stewart Corporation, a Florida corporation (Stewart Corporation), La-Man Corporation, a Florida corporation (La-Man), and Vision Trust Marketing, Inc., a Florida corporation (Vision). The Company's indirect wholly-owned subsidiaries include DTEK Canada, Inc., a Florida corporation, DTEK Signs ULC, a Nova Scotia limited liability company, Hamilton Digital Designs Ltd., an Ontario corporation, and E.S.C. of Nevada, Inc., a Nevada corporation (ESC Nevada), each of which is owned directly or indirectly by Ad Art.

### **Products**

The Company's display segment includes products and services for both the commercial display market and the institutional display market. The commercial display market is served by Ad Art, Don Bell, Lockwood and Hamilton Digital (which was

acquire in July, 2000) while the institutional display market is served primarily by Stewart Corporation and Stewart Industries.

The Company's electronic products include both video and single color LED products, wedge-based products and incandescent monochrome message centers. The LED products are manufactured by Ad Art and Hamilton Digital while Don Bell manufactures some monochrome incandescent products. Ad Art also manufactures its wedge-based products. However, electronics products are marketed by all of its display segment subsidiaries.

The Company's video LED products are marketed under the brand names StadiaVision®, ArenaVision® and InfoVision® and provide a picture that exceeds the quality of historical, conventional outdoor CRT (television) displays.

In addition to the full color video LED products, the company also offers single color (typically red or amber) LED message centers to its customers. These products are used to display static or scrolling text and computer generated graphics - typically in a single or double line display.

The Company's wedge-based products provide a lower-cost alternative to its full color LED products. These products consist of wedge-shaped light bulbs that are inserted into parabolic reflectors similar to those found in an automobile tail light. The clear bulb is then covered with a red, green or blue translucent, plastic lense to produce bright, vivid colors.

Incandescent systems have been used for several years by a variety of commercial enterprises including restaurants and hotels, auto dealers, banks, churches, schools, tourist gift shops and general retailers.

Other products sold to the commercial market include backlit cabinet displays, channel letters, pylon identification displays, decorative neon displays and non-lighted signs and sculptures.

Backlit cabinets are a staple product for the company. These displays can either be a standard rectangular cabinet or a more custom designed shape. Standard cabinets are used by a wide variety of enterprises including banks, hotels, gas stations, national retailers and restaurants.

Channel letters are metal fabricated letters mounted either directly on a wall (or on

raceways) or mounted on a larger sign. Channel letters are used by virtually all types of businesses, but are most prominent in strip malls, national retailers and shopping complexes.

Pylon signs are designed to be placed in high traffic areas near business entrances to identify the business location and attract customers. The signs can be virtually any size, and height is occasionally restricted by zoning, but pylon displays typically stand from 15 to 50 feet high.

Neon displays consist of either a sign that has been designed with bent neon tubes, or neon trim around various parts of a building, such as the roof line. Decorative neon signs are typically used by themed facilities such as restaurants and movie theaters - particularly when attempting to create a nostalgic theme.

Other display products include everything from small wooden or metal signs to large, complex, custom-designed, three dimensional metal or foam sculptures. Small non-lighted signs are typically sold as part of a larger image enhancement order that may include various pylon signs and channel letters, as well as smaller signs used to compliment the larger signs and create an overall consistent business image throughout the business property.

All of the company's commercial display subsidiaries offer service and maintenance on the signs that they sell. Typically, maintenance contracts are sold in conjunction with the electronic products that the company sells and, occasionally, on other display products.

The Company's other segment is comprised of the manufacture and sale by La-Man of a line of products which, when installed in compressed air lines, substantially reduce or totally eliminate water and condensate problems and most foreign contaminants, such as moisture, oil, dust, rust, and the like, in the air line.

## Competition

The company's major competitors are Whiteway Sign and Maintenance Company of Chicago, Illinois, Young Electric Sign Corporation of Las Vegas, Nevada and Mikohn Gaming Corporation of Las Vegas, Nevada. In the sportsvenue market, the company competes against Daktronics, Inc. of Brookings, South Dakota.

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.

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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?

## I would like to order

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