

# DSA Financial Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/D368B2AA272BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: D368B2AA272BEN

## Abstracts

DSA Financial Corp. 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 DSA Financial Corp. and its competitors. This provides our Clients with a clear understanding of DSA Financial Corp. position in the Industry.

The report contains detailed information about DSA Financial Corp. 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 DSA Financial Corp.. 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 DSA Financial Corp. 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 DSA Financial Corp. 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 DSA Financial Corp. business.

### **About DSA Financial Corp.**

DSA Financial Corporation operates as a holding company for Dearborn Savings Association, F.A. (Dearborn or the Association). Dearborn is a full-service, community-oriented savings association that provides financial services to individuals, families and businesses through its main office, located in Lawrenceburg, Indiana, and one branch office, located in Greendale, Indiana.

Dearborn's business consists primarily of accepting deposits from the general public and investing those deposits, together with funds generated from operations and borrowings, in one- to four-family residential, multi-family residential, construction and non-residential real estate and land loans, home equity and consumer loans and in U.S. Government agency and other securities and mortgage-backed securities.

### **Market Area**

Dearborn offers a range of financial services to individuals and businesses in its market area. Its primary market for deposits is concentrated in Dearborn County, Indiana, where its full-service banking offices are located. Its primary lending area consists of Dearborn County as well as the contiguous counties in Kentucky and Ohio.

## Lending Activities

### Loan Portfolio

As of June 30, 2006, the loan portfolio of the Association comprised of Residential real estate loans, including One- to four-family loans, Multi-family loans, and Construction loans; Nonresidential real estate and land loans; Consumer and Other loans.

Dearborn originates one- to four-family residential real estate loans, home equity loans and construction loans. In addition, it originates multi-family residential real estate loans, non-residential real estate and land loans and consumer loans.

**One- to four-family residential real estate lending:** Dearborn's primary lending activity is the origination of one- to four-family residential real estate loans. It offers conforming and non-conforming fixed- and adjustable-rate conventional mortgage loans with terms of 10 to 30 years. Dearborn offers various types of adjustable-rate residential mortgage loans.

In addition to traditional one- to four-family residential real estate loans, the Association offers equity lines of credit that are secured by the borrower's primary residence or investment property.

**Multi-family residential real estate lending:** Multi-family residential real estate loans generally are secured by multi-family rental properties. As of June 30, 2006, the Association had twelve multi-family residential real estate loans.

**Non-residential real estate lending:** Dearborn also originates real estate loans secured by first liens on non-residential real estate and land. Its non-residential real estate properties primarily consist of restaurants, office buildings, motels, strip centers and car washes.

**Construction loans:** Dearborn originates construction loans to local home and non-residential builders in its market area, generally with whom it has an established relationship, and to individuals who have a contract with a builder for the construction of their residence.

**Consumer Loans:** Dearborn originates various consumer and other loans, including new and used automobile loans and loans collateralized by savings accounts.

## Investment Portfolio

As of June 30, 2006, the investment portfolio of the Association comprised of Investment securities, including U.S. Government agency securities, Corporate equity securities, Municipal obligations, Asset management funds; and Mortgage-backed securities, including Fannie Mae and Freddie Mac securities.

## Deposits

The Association offers various deposit accounts with a range of interest rates and terms. Its deposit accounts consist of Passbook savings accounts, NOW accounts, checking accounts, Money market accounts, Club accounts, Certificates of deposit and IRAs and other qualified Plan accounts. It also provides commercial checking accounts for businesses.

## History

DSA Financial Corporation was founded in 1890.

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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