

# Dun & Bradstreet Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Dun & Bradstreet 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 Dun & Bradstreet Corp. and its competitors. This provides our Clients with a clear understanding of Dun & Bradstreet Corp. position in the [Commercial Services and Supplies](#) Industry.

The report contains detailed information about Dun & Bradstreet 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 Dun & Bradstreet 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 Dun & Bradstreet 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 Dun & Bradstreet 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 Dun & Bradstreet Corp. business.

### **About Dun & Bradstreet Corp.**

The Dun & Bradstreet Corporation provides commercial information and insight on businesses in the United States. The company's global commercial database contains approximately 150 million business records.

#### Segments

The company manages its business through two segments: North America (which consists of its operations in the United States (U.S.) and Canada); and International (which consists of its operations in Europe, Asia Pacific and Latin America).

#### Customer Solutions and Services

#### Risk Management Solutions

The company, within this customer solution set, offers traditional and value-added solutions. The company's traditional solutions includes its DNBi Solution and also consists of reports from its database used primarily for making decisions about new credit applications. The company's value-added solutions support automated decision-

making and portfolio management through the use of scoring and integrated software solutions.

The company's principal Risk Management Solutions are: DNBI, its interactive, customizable online application that offers its customers real time access to its complete and up-to-date global DUNSRight information, comprehensive monitoring and portfolio analysis; the company's Business Information Report, its Comprehensive Report, and its International Report, which provide overall profiles of a company, including, based on the report type, financial information, payment information, history of a business, ownership details, operational information and similar information; the company's Self Awareness Solutions, which allow its small business customers to establish, improve and protect their own credit; the company's decisioning scores, which help assess the credit risk of a business by assigning a rating or score; and Supply Lifecycle Risk Management, which is an online solution that allows customers to standardize their supplier registration and evaluation process by creating a single point of entry.

### Sales & Marketing Solutions

The company, within this customer solution set, offers traditional and value-added solutions. The company's traditional solutions consist of marketing lists, labels, and customized data files used by its customers in their direct mail and marketing activities. The company's value-added solutions include decision-making and customer information management solutions.

The company's principal Sales & Marketing Solutions are: Customer Data Integration, which are a suite of solutions that cleanse, identify, link and enrich customer information with its DUNSRight Quality Process; and Direct Marketing Lists, which benefit from its DUNSRight Quality Process to enable its customers to create a marketing campaign.

### Internet Solutions

The company's Internet Solutions business provides products that address the online business intelligence needs of professionals and small businesses, including information on companies, industries and executives, integration tools that bring this information into the day-to-day workflow of its customers, and research and advice regarding starting up and managing a business.

Hoover's provides information on public and private companies, and on industries and executives, sales, marketing and research professionals worldwide. The database

includes industry and company briefs, information on competitors, corporate financials, executive contact information, news and research, family trees, and contact information including biographies. Hoover's subscribers primarily access the data online via Hoover's Online.

First Research is an Internet provider of editorial-based industry insight, specifically modified towards sales professionals.

AllBusiness.com is an online media and e-commerce company that leverages its proprietary publishing platform and a range of content to help users run their small businesses. AllBusiness.com operates one of the business information sites on the Internet.

The company's principal Internet Solutions are: subscription solutions delivered online through Hoover's Online (such as Researcher, Prospector, Relationship Manager, Executive, and its First Research industry data solution) and via elec

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.  
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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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