

E-House (China) Holdings Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

E-House (China) Holdings Limited 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 E-House (China) Holdings Limited and its competitors. This provides our Clients with a clear understanding of E-House (China) Holdings Limited position in the [Real Estate Industry](#).

The report contains detailed information about E-House (China) Holdings Limited 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 E-House (China) Holdings Limited. 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 E-House (China) Holdings Limited 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 E-House (China) Holdings Limited 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 E-House (China) Holdings Limited business.

About E-House (China) Holdings Limited

E-House (China) Holdings Limited operates as a real estate services company in China. The company provides primary real estate agency services, secondary real estate brokerage services, real estate information and consulting services, real estate advertising services, real estate online services, and real estate investment fund management services. Its clients include domestic and international real estate developers.

Services

The company provides six principal types of services: primary real estate agency services, secondary real estate brokerage services, real estate information and consulting services, real estate advertising services, real estate online services, and real estate investment fund management. The company conducts real estate information and consulting services, real estate advertising services and real estate online services through its majority-owned subsidiary, China Real Estate Information Corporation (CRIC).

Primary Real Estate Agency Services

The company's principal business is providing primary real estate agency services to real estate developers of mainly residential properties. Once it is engaged by a developer, the company formulates a marketing and sales plan for the project. The company's contracts typically specify the sales period, the minimum average sales price and the sales commissions. It assemble profiles of typical buyers and select public relations and advertising companies to design the marketing materials and marketing venues based on the profiles.

The company's proprietary sales monitoring system allows prospective buyers to view inventories of unsold units on a real-time basis and enables sales staff and developers to closely monitor the status of the units at various stages of sales. Its developers may adjust their strategies for the sales of the unsold units, as well as the construction, marketing, and sale of the units to be built based on the buyer feedback information recorded in its system.

The company has a nationwide 'E-House Membership Club' with approximately 700,000 members, as of December 31, 2009. The company formed strategic alliances with real estate developers, such as Evergrande, Vanke, Neo-China, Star River, COFCO, Jingrui, Luneng, and Glorious Property.

Secondary Real Estate Brokerage Services

The company provides secondary real estate brokerage services. The listing and brokerage services include both sales and rentals. As of December 31, 2009, it had a total of 109 stores, including 65 in Shanghai, 29 in Hangzhou, 10 in Wuhan, 4 in Hong Kong and 1 in Macau. In 2009, the company facilitated 11,567 secondary real estate sales transactions and 3,443 secondary properties rental transactions.

Real Estate Information and Consulting Services

The company provides real estate information and consulting services through CRIC, its majority-owned subsidiary. Its real estate information and consulting services are modified to meet the needs of developer clients at various stages of the project development and sales process and other clients with particular requests and needs.

Real Estate Advertising Services

The company offers real estate advertising design and sales services in China through

CRIC's variable interest entity, Tian Zhuo, and its subsidiaries. It provides real estate advertising design services in 11 cities in China. In Shanghai, the company makes wholesale purchases of advertising space in print and other media and resells them to its developer clients.

Real Estate Online Services

The company operates a real estate Internet business in China that provides region-specific real estate news, information, property data, and access to online communities to real estate consumers and participants through local websites covering 83 cities across China, as of December 31, 2009.

Real Estate Investment Fund Management

In January 2008, the company formed a real estate investment fund, E-House China Real Estate Investment Fund I, L.P. Investors in the Fund include both institutions and high net worth individuals. The company manages the Fund through its 51% owned subsidiary, E-House Real Estate Asset Management Limited, which acts as the Fund's general partner. The Fund invests in China's real estate sector through diversified investment strategies at all levels of the real estate value chain.

In January 2010, the company formed a limited partnership, E-House Shengyuan Equity Investment Center, or the Center, in Shanghai, which seeks equity investment in china's real estate sector. The company's 51% owned subsidiary, Shanghai Yidexin Equity Investment Management Co., Ltd., acts as the Center's general partner.

E-House Membership Club: The company created E-House Membership Club to attract real estate buyers. As of December 31, 2009, it had approximately 700,000 members located in 40 cities.

Competition

In the primary real estate agency services market, the company's main competitors include World Union Real Estate Consultancy (China) Ltd., Hopefluent Group Holdings Limited, Centaline Group, Shanghai T&D Real Estate Co. Ltd. and B.A. Consulting Company.

In the secondary real estate brokerage services market, the company competes with international and domestic real estate brokerage firms, including IFM Investments

Limited (operator of the Century 21 brokerage network), Centaline Group, Coldwell Banker, Shanghai House Exchange Co., Ltd., SUNCO Real Estate Co., Ltd., and 5i5j Real Estate Co. Ltd.

In the real estate information and consulting service market, CRIC competes with other international and domestic real estate services companies which provide real estate consulting services, including DTZ International, Jones Lang LaSalle, CB Richard Ellis and First Pacific Savills.

In the online real estate business market, the company competes with other general Internet portals, such as Sohu.com, vertically integrated real estate Internet portals, such as Soufun.com, certain specialized or local websites, or traditional advertising media.

History

E-House (China) Holdings Limited was founded in 2000.

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?

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