

Fidelity Southern Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/FE45F072E23BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: FE45F072E23BEN

Abstracts

Fidelity Southern Corporation 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 Fidelity Southern Corporation and its competitors. This provides our Clients with a clear understanding of Fidelity Southern Corporation position in the Industry.

The report contains detailed information about Fidelity Southern 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 Fidelity Southern 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 Fidelity Southern 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 Fidelity Southern 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 Fidelity Southern Corporation business.

About Fidelity Southern Corporation

Fidelity Southern Corporation operates as the holding company for Fidelity Bank, which provides an array of financial products and services for business and retail customers primarily in Georgia.

The company provides its products and services through 23 branches in Fulton, Dekalb, Cobb, Clayton, Gwinnett, Rockdale, Coweta, and Barrow Counties in Georgia, a branch in Jacksonville, Duval County, Florida, and on the Internet at www.lionbank.com. Its customers are primarily individuals and small and medium sized businesses located in Georgia. The company's other subsidiary, LionMark Insurance Company, is an insurance agency offering consumer credit related insurance products.

The company is primarily engaged in attracting deposits and using deposits and borrowed funds to originate loans. In addition, it also provides Internet banking, including on-line bill pay and Internet cash management services. Additionally, the company offers businesses remote deposit services, which allow participating companies to scan and electronically send deposits to the company for improved security and funds availability.

The company also provides international trade services. It provides trust services and

merchant services activities through agreements with third parties. Investment services are provided through an agreement with an independent broker-dealer.

Lending

The company's primary lending activities include commercial loans to small and medium sized businesses, small business administration (SBA) sponsored loans, consumer loans (primarily indirect automobile loans), construction loans, and residential real estate loans. Commercial lending consists of the extension of credit for business purposes, primarily in the Atlanta metropolitan area. SBA loans, originated in the Atlanta metropolitan area and throughout the Southeast, are primarily made through the company's SBA loan production office located in Covington, Georgia. Indirect loans are originated in Georgia, Florida, North Carolina, South Carolina, Alabama, and Tennessee. The company offers direct installment loans to consumers on both a secured and unsecured basis. Secured construction loans to homebuilders and developers and residential mortgages are primarily made in the Atlanta, Georgia, and Jacksonville, Florida, metropolitan areas. The loans are generally secured by first real estate mortgages.

Commercial and Industrial Lending: The company originates commercial and industrial loans, which include certain SBA loans that are partially guaranteed loans and other credit enhanced loans that are secured by business property, such as inventory, equipment, and accounts receivable.

Commercial Real Estate Lending: The company engages in commercial real estate lending through direct originations. Its primary focus is on originating owner-occupied loans to finance real estate out of which an individual or company would operate their business. The company's commercial real estate portfolio loans are made to small and medium sized businesses to provide diversification, to generate assets that are sensitive to fluctuations in interest rates, and to generate deposit and other relationships.

Indirect Automobile Lending: The company purchases, on a nonrecourse basis, consumer installment contracts secured by new and used vehicles purchased by consumers from franchised motor vehicle dealers and selected independent dealers located throughout the Southeast.

Consumer Lending: The company's consumer lending activity primarily includes indirect automobile lending. It also makes direct consumer loans, including direct automobile

loans, residential mortgage and home equity loans, and secured and unsecured personal loans.

Real Estate Construction Lending: The company originates real estate construction loans that consist primarily of one-to-four family residential construction loans made to builders. It originates real estate construction loans in its branch offices located throughout Atlanta, Georgia, and from its Jacksonville, Florida branch.

Real Estate Mortgage Lending: The company's residential mortgage loan business focuses on one-to-four family properties. It offers Federal Housing Authority (FHA), Veterans Administration (VA), and conventional and non-conforming residential mortgage loans. The company operates residential mortgage banking business from four locations in the Atlanta metropolitan area and one location in Jacksonville, Florida.

Brokerage Services

The company offers an array of brokerage products through an agreement with an independent service broker-dealer.

International Trade Services

The company provides services to individuals and business clients for international business requirements, such as letters of credit, foreign currency drafts, foreign and documentary collections, export finance, and international wire transfers.

Investment Portfolio

The company's investment securities include debt securities issued by agencies of the U.S. government, mortgage backed securities issued by U.S. government agencies, bank qualified municipal bonds, and the Federal Home Loan Bank of Atlanta (FHLB) stock.

Deposits

As of December 31, 2009, the company's deposits included noninterest-bearing demand deposits; interest-bearing demand deposits; money market accounts; savings deposits; time deposits; and brokered time deposits.

History

Fidelity Southern Corporation was founded in 1973.

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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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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