

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

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# **Abstracts**

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

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

# **About First Financial Corp.**

First Financial Corporation, a multi-bank holding company, offers various financial services, including commercial, mortgage and consumer lending, lease financing, trust account services, and depositor services to customers, primarily middle-income individuals.

The company's wholly-owned subsidiaries include First Financial Bank, N.A. of Vigo County, Indiana; The Morris Plan Company of Terre Haute (Morris Plan); and Forrest Sherer, Inc., a full-line insurance agency, Indiana. Forrest Sherer Inc. is a regional supplier of insurance, surety and other financial products. The agency has representation agreements with approximately 40 regional and national insurers to market their products of property and casualty insurance, surety bonds, employee benefit plans, life insurance, and annuities.

### **Branch Offices**

As of December 31, 2009, the company operated 54 branches in west-central Indiana and east-central Illinois. It operates 13 full-service banking branches within the Vigo County; 5 in Clay County, Indiana; 1 in Greene County, Indiana; 3 in Knox County, Indiana; 5 in Parke County, Indiana; 1 in Putnam County, Indiana; 5 in Sullivan County,



Indiana; 4 in Vermillion County, Indiana; 1 in Clark County, Illinois; 1 in Coles County, Illinois; 3 in Crawford County, Illinois; 1 in Jasper County, Illinois; 2 in Lawrence County, Illinois; 2 in Richland County, Illinois; 6 in Vermillion County, Illinois; and 1 in Wayne County, Illinois. It also has a main office in downtown Terre Haute and an operations center/office building in southern Terre Haute.

### Investment Portfolio

As of December 31, 2009, the company's investment portfolio included U.S. government entity mortgage-backed securities; residential mortgage-backed securities; commercial mortgage-backed securities; collateralized debt obligations; state and municipal obligations; collateralized debt obligations; corporate debt securities; and equity securities.

#### Loan Portfolio

As of December 31, 2009, the company's loan portfolio included commercial, financial and agricultural loans; real estate construction loans; real estate residential loans; real estate commercial loans; consumer loans; and lease financing.

#### Deposits

The company offers various deposit products, including non-interest-bearing demand deposits, interest-bearing demand deposits, savings deposits, and time deposits.

## History

First Financial Corporation was founded in 1983.

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.



# **Contents**

## RESEARCH METHODOLOGY

### **DISCLAIMER**

## 1. FIRST FINANCIAL CORP. COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

## 2. FIRST FINANCIAL CORP. BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

## 3. FIRST FINANCIAL CORP. SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

## 4. FIRST FINANCIAL CORP. FINANCIAL ANALYSIS

- 4.1. Financial Statements
- 4.1.1. Income Statement
- 4.1.2. Balance Sheet
- 4.1.3. Cash Flow
- 4.2. Financial Ratios
- 4.2.1. Profitability
- 4.2.2. Margin Analysis



- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## 5. FIRST FINANCIAL CORP. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. First Financial Corp. Direct Competitors
- 5.2. Comparison of First Financial Corp. and Direct Competitors Financial Ratios
- 5.3. Comparison of First Financial Corp. and Direct Competitors Stock Charts
- 5.4. First Financial Corp. Industry Analysis
- 5.4.1. Industry Snapshot
  - 5.4.2. First Financial Corp. Industry Position Analysis

## 6. FIRST FINANCIAL CORP. NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## 7. FIRST FINANCIAL CORP. EXPERTS REVIEW1

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## 8. FIRST FINANCIAL CORP. ENHANCED SWOT ANALYSIS<sup>2</sup>

# 9. UNITED STATES PESTEL ANALYSIS<sup>2</sup>

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors



# 10. FIRST FINANCIAL CORP. IFE, EFE, IE MATRICES<sup>2</sup>

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix
- 11. FIRST FINANCIAL CORP. PORTER FIVE FORCES ANALYSIS<sup>2</sup>
- 12. FIRST FINANCIAL CORP. VRIO ANALYSIS<sup>2</sup>

**APPENDIX: RATIO DEFINITIONS** 

# **LIST OF FIGURES**

First Financial Corp. Annual Revenues in Comparison with Cost of Goods Sold and

**Gross Profit** 

**Profit Margin Chart** 

**Operating Margin Chart** 

Return on Equity (ROE) Chart

Return on Assets (ROA) Chart

Debt to Equity Chart

**Current Ratio Chart** 

First Financial Corp. 1-year Stock Charts

First Financial Corp. 5-year Stock Charts

First Financial Corp. vs. Main Indexes 1-year Stock Chart

First Financial Corp. vs. Direct Competitors 1-year Stock Charts

First Financial Corp. Article Density Chart

The complete financial data is available for publicly traded companies.

<sup>1 –</sup> Data availability depends on company's security policy.

<sup>2 –</sup> These sections are available only when you purchase a report with appropriate additional types of analyses.



# **List Of Tables**

#### LIST OF TABLES

First Financial Corp. Key Facts

Profitability

Management Effectiveness

Income Statement Key Figures

**Balance Sheet Key Figures** 

Cash Flow Statement Key Figures

Financial Performance Abbreviation Guide

First Financial Corp. Key Executives

First Financial Corp. Major Shareholders

First Financial Corp. History

First Financial Corp. Products

Revenues by Segment

Revenues by Region

First Financial Corp. Offices and Representations

First Financial Corp. SWOT Analysis

Yearly Income Statement Including Trends

Income Statement Latest 4 Quarters Including Trends

Yearly Balance Sheet Including Trends

Balance Sheet Latest 4 Quarters Including Trends

Yearly Cash Flow Including Trends

Cash Flow Latest 4 Quarters Including Trends

First Financial Corp. Profitability Ratios

Margin Analysis Ratios

**Asset Turnover Ratios** 

**Credit Ratios** 

Long-Term Solvency Ratios

Financial Ratios Growth Over Prior Year

First Financial Corp. Capital Market Snapshot

First Financial Corp. Direct Competitors Key Facts

**Direct Competitors Profitability Ratios** 

**Direct Competitors Margin Analysis Ratios** 

**Direct Competitors Asset Turnover Ratios** 

**Direct Competitors Credit Ratios** 

Direct Competitors Long-Term Solvency Ratios

**Industry Statistics** 



First Financial Corp. Industry Position

Company vs. Industry Income Statement Analysis

Company vs. Industry Balance Sheet Analysis

Company vs. Industry Cash Flow Analysis

Company vs. Industry Ratios Comparison

First Financial Corp. Consensus Recommendations<sup>1</sup>

Analyst Recommendation Summary<sup>1</sup>

Price Target Summary<sup>1</sup>

Experts Recommendation Trends<sup>1</sup>

Revenue Estimates Analysis<sup>1</sup>

Earnings Estimates Analysis<sup>1</sup>

Historical Surprises<sup>1</sup>

Revenue Estimates Trend<sup>1</sup>

Earnings Estimates Trend<sup>1</sup>

Revenue Revisions<sup>1</sup>



# **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 3×3 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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