

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

<https://marketpublishers.com/r/F8272161AE4BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: F8272161AE4BEN

## Abstracts

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

The report contains detailed information about First of Long Island 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 of Long Island 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 of Long Island 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 of Long Island 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 of Long Island Corp. business.

### **About First of Long Island Corp.**

The First of Long Island Corporation operates as the holding company for The First National Bank of Long Island, which provides services to individual, professional, corporate, institutional, and government customers primarily in Nassau and Suffolk Counties, Long Island; and Manhattan.

The company has an investment management division that provides investment management, pension trust, personal trust, estate, and custody services. It also has a wholly-owned subsidiary, The First of Long Island Agency, Inc. (the Agency), that is a licensed insurance agency under the laws of the State of New York. It has one other wholly-owned subsidiary, FNY Service Corp., an investment company. The company and FNY Service Corp. jointly own another subsidiary, The First of Long Island REIT, Inc., a real estate investment trust.

The company has a main office located in Glen Head, New York, 16 other full service offices (Babylon, Bayville, Cold Spring Harbor, Garden City, Greenvale, Huntington, Locust Valley, Merrick, Northport, Northport Village, Old Brookville, Rockville Centre, Roslyn Heights, Sea Cliff, Valley Stream, Woodbury), 12 commercial banking offices (Bohemia, Deer Park, 2 in Farmingdale, Great Neck, Hauppauge, Hicksville, 3 in Manhattan, New Hyde Park, Port Jefferson Station), and 2 select service banking

centers (Lake Success and Smithtown) which serve the needs of both businesses and consumers. Its new office is the full service office in Cold Spring Harbor, Long Island, which opened in March 2010.

## Loan Portfolio

The company primarily conducts its lending activities out of its main office in Glen Head, New York, its Suffolk County regional lending office in Hauppauge, New York, and its New York City regional lending office in Manhattan. Its loan portfolio primarily comprises loans to small and medium-sized privately owned businesses, professionals, and consumers on Long Island and in New York City. The company offers a range of lending services, including commercial and residential mortgage loans, multifamily loans, home equity loans and lines, commercial loans, construction loans, consumer loans, and commercial and standby letters of credit.

**Commercial and Industrial Loans:** The company makes commercial loans on a demand basis, short-term basis, or installment basis. Its commercial loans include short-term business loans; term and installment loans; revolving credit term loans; and loans secured by marketable securities, the cash surrender value of life insurance policies, deposit accounts, or general business assets.

**Real Estate Mortgage and Home Equity Loans and Lines:** The company makes residential and commercial mortgage loans, multifamily loans, and home equity loans and establishes home equity lines of credit.

**Construction Loans:** The company makes loans to finance the construction of both residential and commercial properties.

**Consumer Loans and Lines:** The company makes auto loans, home improvement loans, and other consumer loans, establishes revolving overdraft lines of credit, and issues VISA credit cards.

## Investment Portfolio

The company's investment securities portfolio primarily comprises pass-through mortgage-backed securities and collateralized mortgage obligations issued by U.S. government agencies and state and municipal securities.

## Deposits

The company offers various deposit products, including checking accounts; money market accounts; savings accounts, including traditional personal and non-personal statement and passbook savings accounts; rent security accounts; escrow service and IOLA (interest on lawyer) accounts; time deposit accounts; jumbo certificates; holiday club accounts; and individual retirement accounts.

### Other Services

In addition to its loan and deposit products, the company offers other services to its customers, including account reconciliation services; lock box services; ATM Banking; night depository services; bank by mail; payroll services; bill payment using pc or telephone banking; remote deposit; cash management services; safe deposit boxes; collection services; securities transactions; controlled disbursement accounts; signature guarantee services; counter checks; telephone banking; drive-through banking; travelers checks; personal money orders; trust and investment management services; internet PC banking; U.S. savings bonds; merchant credit card depository services; wire transfers and foreign cables; mutual funds, annuities, life insurance and securities; and withholding tax depository services.

### Competition

The company's principal competitors are branches of larger banks, such as Citibank, JPMorgan Chase, Capital One, and TD Bank.

### History

The First of Long Island Corporation was founded in 1927.

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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