

Focus Media Holding Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Focus Media Holding Ltd. 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 Focus Media Holding Ltd. and its competitors. This provides our Clients with a clear understanding of Focus Media Holding Ltd. position in the [Media](#) Industry.

The report contains detailed information about Focus Media Holding Ltd. 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 Focus Media Holding Ltd.. 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 Focus Media Holding Ltd. 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 Focus Media Holding Ltd. 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 Focus Media Holding Ltd. business.

About Focus Media Holding Ltd.

Focus Media Holding Limited operates as a multi-platform digital media company in China. The company operates an out-of-home advertising network in China using flat-panel displays placed in elevator lobbies and other public areas in commercial buildings, hospitals, hotels, banks, residential buildings, convenience stores, and other locations in cities in China.

LCD Display Network

The majority of displays on the company's LCD display network are placed in heavy-traffic areas of commercial office buildings. The locations in its LCD display network also include shopping malls, banks, and hotels, as well as specialized locations, such as hospitals, beauty parlors, and golf country clubs. The company markets its LCD display network to advertisers of consumer products and services, such as automobiles, home electronics, mobile communications devices and services, cosmetics, health products, and financial services. As of December 31, 2009, its LCD display network, including the portions of its LCD display network operated by its regional distributors, consisted of 131,006 flat-panel displays placed in approximately 95 cities throughout China. The company operates its LCD display network directly in approximately 60 cities and indirectly through contractual arrangements with regional distributors in

approximately 35 additional cities. The company has distributors in 16 countries and regions outside of mainland China, including Hong Kong, Taiwan, Singapore, Philippines, Vietnam, Indonesia, Malaysia, India, Saudi Arabia, Central America and Panama, Australia, Russia, and the United Arab Emirates through contracts with local operators which operate local commercial location networks and which license its brand name.

Traditional billboard network

The company operates traditional outdoor poster billboards of approximately 200 square meters to 300 square meters in size that are installed on the street-sides in major shopping districts, and other locations with heavy pedestrian traffic in Beijing, Shanghai, Guangzhou, and tier 2 cities. The company also operates traditional poster billboards of 18 meters by 6 meters by the roadsides of national and provincial highways. As of December 31, 2009, the company had approximately 335 traditional poster billboards in prime commercial and shopping areas and along national and provincial highways.

Movie theater advertising network

Movie theater advertising network: The company operates its movie theater advertising network by selling leased screen time as time slots to advertisers. It has the right to three minutes of screen time prior to the screening of each movie shown in the theater. As of December 31, 2009, the company had rights to lease advertising time on screens in 269 movie theaters in cities across China.

In-store Network

As of December 31, 2009, the company had placed 44,517 flat-panel displays in 1,368 supermarkets, 243 convenience stores and 1,486 convenience stores throughout China.

Poster Frame Network

The company owns and operates a network of traditional and digital advertising poster frames deployed primarily in the elevators and public areas of residential complexes under the brand name 'Framedia'. As of December 31, 2009, the company had installed 261,076 poster frames, including 35,972 digital poster frames in cities throughout China. The company's digital frames use high-resolution LCD displays with integrated sound, all-angle viewing, and remote control technologies. The company's poster frame

network consists of advertising poster frames placed in elevators and public areas in residential complexes and commercial locations. Its advertising posters include both traditional printed posters, as well as digital LCD poster frames with integrated sound, all-angle and remote control technologies.

Internet Advertising Services Network

The company, through Allyes Information Technology Company Limited (Allyes), operates an Internet advertising agency. It provides Internet advertising technology in China. Its proprietary software application suite, 'AdForward', which covers online ad publishing, creative production, tracking, targeting, and performance analysis, is used by independent commercial Web sites and ad agencies in China.

The company's Internet advertising services network uses proprietary software applications to provide online ad publishing, production, tracking, targeting, and performance analysis. It also provides performance-based online advertising services providing advertisers with pay by CPA (cost-per-action), directly link advertising cost with performance.

Advertising Clients

The company's advertising clients include international and domestic brand name advertisers, such as P&G China, L'Oreal China, Mazda, Mengniu Dairy, Amway China, Yum!

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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