

# Foodvision.com Inc Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Foodvision.com Inc 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 Foodvision.com Inc and its competitors. This provides our Clients with a clear understanding of Foodvision.com Inc position in the Industry.

The report contains detailed information about Foodvision.com Inc 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 Foodvision.com Inc. 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 Foodvision.com Inc 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 Foodvision.com Inc 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 Foodvision.com Inc business.

### **About Foodvision.com Inc**

Foodvision.com, Inc (the Company) was formed in 1989 under the laws of the State of Delaware as Heavenly Slender Sweets, Inc. for the primary purpose of distributing a low calorie, low fat, salt free, soft ice cream substitute frozen desert product line in the United States and Canada.

At the time the Company acquired Investco, Investco's operations consisted of three Kenny Rogers Roasters (Roasters) franchised restaurants in the Atlanta metro area which Investco had acquired on December 7, 1997 by a foreclosure of security interests on the assets of the restaurants, and a restaurant in Renfrew, Ontario, Canada, known as the Hillbilly Shack Saloon.

Subsequent to the acquisition of Investco, the Company began developing a proprietary restaurant concept known as the Dirty Bird Cafe. The company opened its first Dirty Bird Cafe in Powder Springs, Georgia in June 1999, and its second Dirty Bird Cafe in Marietta, Georgia in September 1999.

After acquiring Investco, the Company reorganized itself into two divisions -- an Internet division and a Restaurant division. The Internet division operates an e-commerce website known as [www.foodvision.com](http://www.foodvision.com) through Foodvision, Inc., a Georgia corporation,

which is a wholly owned subsidiary of the Company. The Restaurant division operates through Dirty Bird Cafe, Inc., a Georgia corporation, which is a wholly owned subsidiary of the Company.

On February 4, 2000, the Company acquired Echelon Acquisition Corporation (Echelon) pursuant to an Agreement and Plan of Reorganization (the Acquisition) executed on that same date.

### Internet Division

In April 1999, the Company entered the Internet business by initiating the development of a dedicated vertical food portal devoted to the food and beverage industry. The food portal became operational on November 1, 1999.

### Business Model

The Company's initial plan was to develop content for a food-related website. In order to minimize the capital and ongoing administrative expense necessary to develop and maintain quality content, the Company's plan has been to acquire food-related content from third party providers through co branding arrangements, under which the Company compensates the third party content provider through small monthly fees, negotiated splits of advertising revenue, traffic from the Company's websites, and/or advertising on the Company's own website.

### Website Content

The informational content on the Company's website is critical to attracting and maintaining site visitors. The Company does not supply any of the website content itself, but rather gathers relevant and up-to-date food industry and food-related information, news, recipes, and tips from various partners and places this information on one localized website.

**Business-to-Business:** One portion of the Company's website focuses on building business-to-business relationships within the food industry. For food industry professionals, the site offers several services designed to keep the professional updated and current on food industry trends and business opportunities.

The Company is also developing its proprietary Design-A-Restaurant concept with features that allow members to virtually build their own restaurant from the ground up.

The program allows members to choose from a variety of restaurant furniture and fixtures to decorate their own virtual restaurant.

The Company has also entered into a co-branding agreement with FoodPeople.com, Inc. that provides content and information on the foodservice industry at no cost to the Company.

**Business to Consumers:** For consumers, the site offers current news on food and beverage issues, featured daily recipes that include important health and nutrition information, wine recommendations, and a recipe calculator to adjust recipe ingredients for fewer or more servings.

**Agri-Business:** An entire section of the Company's website is dedicated solely to the agricultural side of the food business. Producers are able to use the website to access important information for their business such as current news, important innovations and upcoming events.

**Internet Services:** The Company recently began developing

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?

## I would like to order

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