

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

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## Abstracts

GameStop 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 GameStop Corp. and its competitors. This provides our Clients with a clear understanding of GameStop Corp. position in the [Retail](#) Industry.

The report contains detailed information about GameStop 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 GameStop 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 GameStop 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 GameStop 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 GameStop Corp. business.

### **About GameStop Corp.**

GameStop Corp. operates as a retailer of video game products and personal computer (PC) entertainment software. The company sells new and used video game hardware, video game software, and accessories, as well as PC entertainment software, and related accessories and other merchandise, such as trading cards and strategy guides.

As of January 30, 2010, the company operated 6,450 stores in the United States, Australia, Canada, and Europe, primarily under the names GameStop and EB Games. The company also operates electronic commerce Web sites, including [www.gamestop.com](http://www.gamestop.com), and publishes Game Informer, a multi-platform video game magazine in the United States with approximately 4.0 million subscribers.

#### Merchandise

**Video Game Hardware:** The company offers the video game platforms of major manufacturers, including the Sony PlayStation 2 and 3 and PSP, Microsoft Xbox 360, the Nintendo Wii and DSi. It also offers extended service agreements on video game hardware and software. It promotes the sale of video game platforms.

**Video Game Software:** The company purchases new video game software from the

manufacturers, including Sony, Nintendo, and Microsoft, as well as approximately 40 third-party game publishers, such as Electronic Arts and Activision. The company generally carries approximately 1,000 SKUs of new video game software at any given time across various genres, including Sports, Action, Strategy, Adventure/Role Playing, and Simulation.

**Used Video Game Products:** The company is a retailer of used video games worldwide. It provides its customers with an opportunity to trade in their used video game products in its stores in exchange for store credits which can be applied towards the purchase of other products, primarily new merchandise. The company operates refurbishment centers in the U.S., Canada, Australia, and Europe where defective video game products can be tested, repaired, relabeled, repackaged, and redistributed back to its stores.

**PC Entertainment and Other Software:** The company purchases PC entertainment software from approximately 25 publishers, including Electronic Arts, Microsoft, and Vivendi Universal. The company offers PC entertainment software across various genres, including Sports, Action, Strategy, Adventure/Role Playing, and Simulation.

**Accessories and Other Products:** Video game accessories consist primarily of controllers, memory cards and other add-ons. The company also carries strategy guides, magazines, and trading cards. It carries approximately 300 SKUs of accessories and other products.

## Game Informer

The company publishes Game Informer Magazine, a monthly video game magazine featuring reviews of new title releases, tips and secrets about existing games and news regarding developments in the electronic game industry. In addition, the company offers the GameStop loyalty card as a bonus with each paid subscription, providing its subscribers with a discount on selected merchandise. It also operates the Web site [www.gameinformer.com](http://www.gameinformer.com), which is the premier destination for moment-by-moment news, features and reviews related to video gaming.

## E-Commerce

The company operates various electronic commerce Web sites in various countries, including [www.gamestop.com](http://www.gamestop.com), [www.ebgames.com.au](http://www.ebgames.com.au), [www.gamestop.ca](http://www.gamestop.ca), [www.gamestop.it](http://www.gamestop.it), and [www.micromania.fr](http://www.micromania.fr), that allow its customers to buy video game

products and other merchandise online. The sites also offer customers information and content about available games, release dates for upcoming games, and access to store information, such as location and product availability. It has entered into an arrangement with Barnes & Noble under which [www.gamestop.com](http://www.gamestop.com) became the specialty video game retailer listed on [www.bn.com](http://www.bn.com), Barnes & Noble's e-commerce site.

## Competition

In the U.S., the company competes with Wal-Mart Stores, Inc. (Wal-Mart); Target Corporation (Target); Best Buy Co., Inc. (Best Buy); Movie Gallery, Inc. (Movie Gallery); and Blockbuster, Inc. (Blockbuster). Competitors in Europe include Game Group plc (Game Group) and its subsidiaries, which operate in the United Kingdom, Ireland, Scandinavia, France, Spain, and Portugal; and Media Markt and Carrefour, which operate throughout Europe, and other regional hypermarket chains. Competitors in Canada include Wal-Mart, Best Buy and its subsidiary Future Shop. In Australia, competitors include Game Group, K-Mart, Target, and JB HiFi stores.

## History

GameStop Corp. was founded in 1994.

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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