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Geeknet, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Geeknet, 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 Geeknet, Inc. and its competitors. This provides our Clients with a clear understanding of Geeknet, Inc. position in the Retail Industry.

The report contains detailed information about Geeknet, 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 Geeknet, 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 Geeknet, 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

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company’s decision-making processes.

In the part that describes Geeknet, 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 Geeknet, Inc. business.

About Geeknet, Inc.

Geeknet, Inc. operates as an online network for the global geek community. The company provides its audiences with content, culture, connections, and commerce.

Segments

The company’s segments include Media and E-commerce.

Media

This segment consists of a network of Web sites targeted at the global geek community. The company’s audience of technology professionals and technology enthusiasts relies on its Web sites — SourceForge, Slashdot, Ohloh, and freshmeat — to create, improve, compare and distribute Open Source software, and to debate and discuss issues relating to technology. Its E-commerce segment sells geek-themed retail products to technology enthusiasts and general consumers through its ThinkGeek Web site.

This segment connects influential technology professionals and technology enthusiasts. These Web sites serve approximately 37 million visitors per month worldwide. Its Media business is supported by advertisers who want to reach its audience of visitors to its Web sites.

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SourceForge provides the Open Source community with a peer production platform to develop, host and distribute Open Source software worldwide. As of December 31, 2009, SourceForge hosted approximately 208,000 Open Source projects and had 2.4 million registered users. The majority of the company's traffic originates from countries outside the United States. SourceForge served 31.7 million visitors in December 2009.

Slashdot serves technology professionals and technology enthusiasts with peer-produced and peer-moderated technology news and discussion. Slashdot's on-line conversations and interactions utilizes its comment and moderation system. Slashdot served 3.8 million visitors in December 2009.

Ohloh: It is an up-to-date software directory available on the Web. Ohloh served 1.4 million visitors in December 2009.

Freshmeat indexes downloadable Linux, Unix and cross-platform software for a worldwide IT audience. Freshmeat served 0.6 million visitors in December 2009.

During 2009, the company sold its Linux.com Web site to the Linux Foundation.

E-commerce

This segment sells various retail products of interest to technology enthusiasts and general consumers through its ThinkGeek.com Web site. It offers a significantly broader range of products in a single Web property than are available in traditional brick-and-mortar stores, introduce a range of new products to its audience on a regular basis and also develops, manufactures and sells its own Invented at ThinkGeek custom products. The company's customers are able to buy gadgets, apparel, caffeinated products, electronics, toys and other specialty items with a single check-out.

Sales and Marketing

Media: The company sells advertising on its Media Web sites through its United States-based direct sales organization, ad networks (primarily Google Inc.'s AdSense for Content) and international and other third-party representatives.

Competition

Media: The company competes with various sites that host and support Open Source

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development activities, such as Github.com and Berlios.de, and competes with online technology news and information community sites, such as news.google.com, Digg.com, and Reddit.com.

E-commerce: The company competes with online or mail-order retailers, such as X-tremegeek, Firebox (U.K.), iwantoneofthose.com, jinx.com, and Computergear and with Internet portals and online service providers that feature shopping services, such as Amazon.com and Yahoo!

History

The company was founded in 1993. It was formerly known as SourceForge, Inc. and changed its name to Geeknet, Inc. in 2009.

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.
The complete financial data is available for publicly traded companies.

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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 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.

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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

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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

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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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