

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

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Abstracts

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

The report contains detailed information about Greer Bancshares 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 Greer Bancshares 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 Greer Bancshares 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 Greer Bancshares 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 Greer Bancshares Inc. business.

About Greer Bancshares Inc.

Greer Bancshares Incorporated operates as the holding company for Greer State Bank, which provides various commercial banking products and services to individuals and businesses in South Carolina.

Service Area

As of December 31, 2009, the company had four banking facilities. It primarily serves the Greenville and Spartanburg counties of South Carolina.

Lending Activities

The company makes and services secured and unsecured loans to individuals and businesses in its market area. It offers consumer lending, commercial lending to small and medium-sized businesses and mortgage lending, both consumer and commercial. Its loan portfolio consists of commercial, commercial real estate, real estate construction, residential mortgage, consumer installment loans, and other consumer loans, as well as lease financings and obligations of state and political subdivisions. The lease financings consist of loans made to finance the leasing of equipment.

Commercial Loans: The commercial portion of the portfolio is diversified and includes loans to various types of small to mid-sized businesses secured by non-real estate collateral. Collateral for commercial loans includes inventory, equipment, vehicles, and accounts receivable.

Commercial Real Estate Loans: The commercial real estate loan portfolio consists of mortgage loans secured by commercial properties located in the communities served by the company. It makes loans to fund the acquisition of real estate for residential development, and/or buildings for commercial, industrial, office, and retail use. The real estate construction portion of the loan portfolio consists of loans made to finance the on-site construction of 1-4 family residences, commercial properties, and medical or business offices.

Residential Real Estate Loans: The 1-to-4 family residential real estate portfolio is consists of loans extended for owner-occupied residential properties. These loans are secured by first mortgages on the properties financed. The 1-to-4 family residential real estate category includes home equity lines of credit.

Consumer Loans: The consumer loan portfolio consists of loans to individuals for household, family, and other personal expenditures, such as automobile financing, home improvements, recreational, and educational purposes.

Investment Portfolio

As of December 31, 2009, the company's investment portfolio included United States government and other agency obligations; mortgage-backed securities; municipal securities; collateralized debt obligation; equity securities; and corporate bonds.

Deposits

The company's deposits consist of retail checking accounts, NOW accounts, money market accounts, retail savings accounts, and certificates of deposit.

Other Banking Services

The company's other banking services provided include travelers' checks, safe deposit boxes, direct deposit of payroll and social security checks, automatic drafts for various accounts. Automated teller machine (ATM) services are provided by the Fiserv EFT ATM network, which allows access through ATMs nationwide. It offers mastercard and

visa credit cards to qualifying customers through a correspondent bank and has an automated telephone banking system (TELEBANKER). TELEBANKER allows its customers to access information concerning their accounts, transfer funds, and make payments by telephone.

History

Greer Bancshares Incorporated was founded in 1989.

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 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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