

IFM Investments Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/I371844237BBEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: I371844237BBEN

Abstracts

IFM Investments Limited 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 IFM Investments Limited and its competitors. This provides our Clients with a clear understanding of IFM Investments Limited position in the [Real Estate](#) Industry.

The report contains detailed information about IFM Investments Limited 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 IFM Investments Limited. 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 IFM Investments Limited 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 IFM Investments Limited 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 IFM Investments Limited business.

About IFM Investments Limited

IFM Investments Limited operates a real estate services provider with network of real estate sales offices in China. It also operates as a franchisor for the CENTURY 21 brand in China.

Services

The company operates under three different business lines, including company-owned brokerage services, mortgage management services, and franchise services.

Company-owned Brokerage Services

As of December 31, 2009, the company had approximately 318 company-owned sales offices. Its company-owned brokerage services business owns and operates regional sub-franchisors and sales offices in the CENTURY 21 China network.

Through its company-owned brokerage services business, the company participates in sales and leasing transactions primarily with respect to middle to high grade residential properties in the secondary real estate market. The company's services include property listing, advisory services and transaction negotiation and documentation. The

company operates its company-owned brokerage services business under the CENTURY 21 franchise network.

Mortgage Management Services

The company's mortgage management services include advisory services in connection with the selection and procurement of mortgage products offered by commercial banks. Its mortgage consultants promotes and introduces various mortgage products, and advises home buyers or home owners in the selection of the appropriate mortgage product based on each mortgagor's individual needs. It also provides mortgage management services to customers outside of its CENTURY 21 China network. The company's mortgage management services business provides mortgage advisory services to home buyers and home owners and interim guarantee services to commercial banks.

As of December 31, 2009, the company had advisory relationships with 14 commercial banks, such as Bank of China and Industrial and Commercial Bank of China. In some cases, it provides mortgage management services to property owners who need mortgages on their existing properties to obtain consumer loans for acquisition of additional properties.

Franchise Services

The company operates as a franchisor for the CENTURY 21 brand in China. Its wholly owned subsidiary, IFM Company Limited (IFM Co), grants the right to franchise the CENTURY 21 brand within specific geographical regions to sub-franchisors whom it refer to as regional sub-franchisors. The company owns certain of the regional sub-franchisors.

As of December 31, 2009, the company had 30 regional sub-franchisors with franchise networks in 35 cities in China with a total of 800 franchised sales offices. It operates as a real estate brokerage franchisor in China.

Franchising Process and Franchise Services

The company's franchising process involves conducting market surveys and identifying target regions or locations, identifying potential regional sub-franchisors, and negotiating and signing franchise agreements.

The company's franchise services include the license to use or sub-franchise CENTURY 21 brand and system, training services, and the right to participate in and benefit from the marketing campaigns using NAF, as well as information technology and back office support.

Competition

The company primarily competes with Centaline (China) Property Consultants Limited in the Beijing, Shanghai and Shenzhen markets for secondary market real estate brokerage business, and to a lesser extent, E-house (China) Holdings Limited in these cities for primary real estate brokerage business.

Mortgage Management Services: The company competes with in-house mortgage management teams of its competitors in the brokerage businesses and in regions specific competitors, including Beijing Houze Investment and Guarantee Company Limited in Beijing and Shanghai Haoyonghang Investment Management Company Limited in Shanghai.

History

IFM Investments Limited was founded in 2000.

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?

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