

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

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## Abstracts

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

The report contains detailed information about ImaginOn, 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 ImaginOn, 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 ImaginOn, 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 ImaginOn, 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 ImaginOn, Inc. business.

### **About ImaginOn, Inc.**

ImaginOn Inc (the Company or Imaginon) was incorporated in 1996. The company operates in three segments: ImaginOn, Inc and IDP, which develop, produce and market computer software products, and INOW, an Internet service provider. Imaginon designs, manufactures and sells: software products for businesses and consumers in the CD/DVD-ROM market and software for business server computers that supply interactive video and audio on the Internet and intranets, and a research tool for Internet users. Imaginon's proprietary technology, called "Transformational Database Processing and Playback" (TDPP), enables the creation of new business and consumer products that provide user- friendly and entertaining access to multimedia databases.

In July 2000, Imaginon, Inc. formed a new wholly owned subsidiary, Wireless Web Data, Inc (WWDI). WWDI plans to purchase assets, a patent license and know-how from Imaginon, Inc. WWDI was formed to develop and commercialize a new application of Imaginon technology targeted at wireless Web data acquisition, formatting and delivery. In August 2000, Imaginon's ISP subsidiary, INOW, moved into the wireless networking area and now offers a Lucent Technologies Orinoco® line of wireless networking products. ImaginVideo, WebZinger, ImaginAuthor and sellONstream are trademarks of Imaginon.

## Imaginon's Marketplace

The overall market for ImaginVideo is businesses and institutions that are Internet or intranet users. Since the market for ImaginVideo is so large and diffuse, Imaginon initially tested its message in seven target markets during 2000: E-commerce businesses, TV and cable operators, traditional publishers, adult entertainment, education, corporate training, and Web site developers.

The full-featured pro version of ImaginAuthor, the downloadable version is suitable for use by anyone who can use a word processor. Corporate training departments, educational content developers and Internet-TV startups can create interactive TV content for use on CD ROM, DVD ROM, Unix-based or Windows 2000 servers.

## Imaginon Software Features

Imaginon's current product line includes ImaginVideo, ImaginAuthor and WebZinger. To support marketing activities, online demonstrations are available for each product.

## ImaginVideo System

To demonstrate its Internet TV system, Imaginon's Web site offers two demos, created with ImaginAuthor and hosted on an ImaginVideo server. Any visitor with a connection speed of 200 kbps or higher, Windows 98 and Internet Explorer 5 can use the key features of Imaginon technology, such as real-time branching video with instant Web page links. For more comprehensive demonstrations, Imaginon has developed additional Internet TV "stations" that offer even higher quality video, plus the WebZinger search engine integrated with the station. These demo station sites are:

### WorldCities 2000 Channel

WorldCities 2000, <http://www.channel56tv.com>, is a series of interactive travel planners for distribution on broadband Internet, CD and DVD. Travelers will use WorldCities 2000 to interactively tour a city, on film, from the drivers seat, deciding which way to turn and what to see. Integrated Web access provides in-depth topical information about whatever is in front of the driver. Each city tour contains over 120 minutes of TV-quality video and links to over 1000 Web sites.

WorldCities 2000 travel planners are virtual tourism and are useful to both business and consumer travelers. On any PC or advanced digital cable TV, the user can navigate real

cities as if they, themselves, were driving the car through the city. The camera's viewpoint is the driver's seat, looking through the windshield. At key intersections, the user can turn the car left or right, without stopping. An on-screen button labeled "Visit Web Site" instantly connects the user to the Web page most relevant to the view ahead.

### Golf Magazine Channel

The Golf Magazine channel, <http://www.channel31tv.com>, features promotional videos for golfing destinations and associated products. This channel's content is also distributed by Golf Magazine on a CD ROM produced by Imaginon, using ImaginAuthor software. Viewers insert

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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