

# Intermedia Marketing Solutions Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Intermedia Marketing Solutions 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 Intermedia Marketing Solutions Inc. and its competitors. This provides our Clients with a clear understanding of Intermedia Marketing Solutions Inc. position in the Industry.

The report contains detailed information about Intermedia Marketing Solutions 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 Intermedia Marketing Solutions 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 Intermedia Marketing Solutions 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 Intermedia Marketing Solutions 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 Intermedia Marketing Solutions Inc. business.

### **About Intermedia Marketing Solutions Inc.**

SITE2SHOP COM Inc. (the Company), incorporated in Nevada in 1990, is engaged in the marketing, production and distribution of television programs, direct response commercials and sale of consumer products associated with these programs. The Company operates three divisions: Intermedia Marketing Solutions, which handles retail marketing and product sales activities, Tricom Pictures which handles television production activities and the marketing of educational television programming, and Mirage Productions, a full-service multi-media production facility. All programs are distributed to national audiences through a combination of any and all of the following: ABC affiliates, NBC affiliates, CBS affiliates, FOX affiliates, UPN affiliates and WB affiliates (collectively network affiliates), independent television stations and targeted cable networks. Products and services featured on Site2shop.com TV program are sold through its telephone call centers, the Company's websites and other e-commerce websites.

### **PRODUCTS AND SERVICES**

The Company's products and services are rendered principally by its three main divisions (i) Site2shop (ii) Tricom and (iii) Mirage Production and Video

## SITE2SHOP - SHOP-AT-HOME TELEVISION PROGRAMMING

Site2shop's principal business is the marketing, production and distribution of thirty minute television shows in a shop-at-home format. Site2shop markets its vendors' products through (i) a half-hour shop-at-home program called 'Intermedia Marketing Solutions TV', (ii) on its Internet website at [www.Intermedia Marketing Solutions](http://www.IntermediaMarketingSolutions.com), and (iii) at its retail store located in Pompano Beach, Florida. Intermedia Marketing Solutions TV is aired nationally through a combination of any or all of the following: network affiliates, independent television stations and targeted cable networks. The program features products as well as items generally available. Typically, sales personnel of Site2shop search through various media sources, including newspapers, internet and magazines, for products to potentially feature on Intermedia Marketing Solutions TV. The manufacturers/distributors are contacted and asked to provide samples of their products for evaluation of inclusion on the show by a focus group. The criteria utilized by the focus group are primarily based on function, form and salability and the products being featured on future shows as to compatibility. If the product coincides with the criteria, the manufacturer/distributor is contacted and presented with the opportunity of show participation via a segment on the show of approximate duration of 1 – 3 minutes. Additionally, Site2shop, by utilizing Mirage's production facilities and resources, produces the segment, inclusive of field production, graphics, music, program editing, set design and on-camera talent, for the Participant for inclusion on the show for airing through the aforementioned TV media and provides the Participant with a copy tape of the segment.

The products offered by Site2Shop include but are not limited to jewelry, housewares, apparel, electronics, collectibles, toys, educational products, and sporting equipment. Majority of the products offered by Site2shop comprises a combination of national brands as well as private brand or non-branded products.

Site2shop purchases the merchandise offered by it on both a consignment basis (for products sold in the retail facility) and on a terms basis for products sold through fulfillment and on the internet (at wholesale and retail prices as negotiated in the aforementioned contract).

The Site2shop.com TV program is a pre-recorded retail sales program that is aired by cable television systems and television broadcast stations throughout the country on a prepaid, two weeks in advance, airtime basis by the Company. Intermedia Marketing Solutions TV is available in half-hour shows only, which enables network and cable

affiliates to air the programs in available time slots.

The Participant's product is also offered for sale on Site2shop's websites. The orders are processed in a similar manner as show sales, however, Site2shop purchases the product from the Participant at a negotiated cost and terms as contained in the aforementioned contract.

## TRICOM-EDUCATIONAL TELEVISION PROGRAMMING

Tricom's principal business is the marketing, production and distribution of thirty minute educational programs. These programs are distributed through a combination of any or all of the following: network affiliates, independent television stations and targeted cable networks. Topics for the programs, include but are not limited to parenting, health, cooking, and home improvement, are presented in a news magazine-style format with all segments having a strand of commonality about the topic. Companies, appearing on 3-5 segments of the program, apprise the viewer of their products or services in conjunction with the topic featured on the program, however, there is no direct attempt by the companies to sell their products or services.

Additionally, Tricom will produce the segment, including field production, graphics, editing, set design and on camera talent, and broadcast the program a minimum of twenty times in local and national markets so as to reach a potential of 60 million households around the country, although, the actual number of viewers may be substantially less.

## MIRAGE VIDEO AND PRODUCTION DIVISION

Mirage Productions maintains the full service, in-house production facilities for the Company that includes editing facilities, camera crews, in-house studios and complete animation and graphic capabilities. This broad base of production activities would not generally be found in-house among traditional or Internet companies. This facility handles all Intermedia Marketing Solutions projects as well as providing production services to other organizations. Streaming video allows the Company to use over 1,000 hours of its proprietary programming and raw footage on its web-site.

## COMPETITION

The company competes with Television shop-at-home companies including Home Shopping Network, QVC and ValueVision. Tricom Pictures competes with Five Star

Productions, Global Solutions Network, Millenium Productions and ITV.

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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