

# International Speedway Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

International Speedway Corp. 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 International Speedway Corp. and its competitors. This provides our Clients with a clear understanding of International Speedway Corp. position in the [Restaurants and Leisure Industry](#).

The report contains detailed information about International Speedway Corp. 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 International Speedway Corp.. 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 International Speedway Corp. 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 International Speedway Corp. 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 International Speedway Corp. business.

### **About International Speedway Corp.**

International Speedway Corporation, together with its subsidiaries, promotes motorsports themed entertainment activities in the United States. As of November 30, 2009, the company owned and operated 13 motorsports entertainment facilities, including Daytona International Speedway in Florida; Talladega Superspeedway in Alabama; Michigan International Speedway in Michigan; Richmond International Raceway in Virginia; Auto Club Speedway of Southern California in California; Kansas Speedway in Kansas; Chicagoland Speedway in Illinois; Phoenix International Raceway in Arizona; Homestead-Miami Speedway in Florida; Martinsville Speedway in Virginia; Darlington Raceway in South Carolina; Watkins Glen International in New York; and Route 66 Raceway in Illinois. In addition, the company promotes motorsports activities in Montreal, Quebec, through its wholly owned subsidiary, Stock-Car Montreal.

In 2009, the company's motorsports entertainment facilities promoted approximately 100 stock car, open wheel, sports car, truck, motorcycle and other racing events, including: 21 National Association for Stock Car Auto Racing (NASCAR) Sprint Cup Series events; 16 NASCAR Nationwide Series events; 10 NASCAR Camping World Truck Series events; five Indy Racing League (IRL) IndyCar Series events; one National Hot Rod Association (NHRA) POWERade drag racing event; six Grand American Road

Racing Association (Grand American) events, including the premier sports car endurance event in the United States, the Rolex 24 at Daytona; and various other prestigious stock car, sports car, open wheel, and motorcycle events.

The company's business consists principally of promoting racing events at these motorsports entertainment facilities, which have approximately one million grandstand seats and 530 suites. The company owns Americrown Service Corporation (Americrown), which provides catering, concessions, and merchandise sales and service at certain of its motorsports entertainment facilities. The company also owns and operates the Motor Racing Network, Inc. radio network, or MRN Radio, independent motorsports radio network in terms of event programming, and the Daytona 500 EXperience—The Ultimate Motorsports Attraction, a motorsports themed entertainment complex and the Official Attraction of NASCAR.

The company's motorsports themed event operations consist principally of racing events at major motorsports entertainment facilities, which include providing catering, merchandise and food concessions at motorsports entertainment facilities that host NASCAR Sprint Cup Series events except for catering and food concessions at Chicagoland Speedway (Chicagoland) and Route 66 Raceway (Route 66). The company's other operations include the Daytona 500 EXperience motorsports entertainment complex, MRN Radio, the company's 50.0 percent equity investment in the joint venture SMISC, LLC (SMISC), which conducts business through a wholly owned subsidiary Motorsports Authentics, LLC, and certain other activities.

In addition to events sanctioned by NASCAR, in 2009, the company promoted other stock car, open wheel, sports car, motorcycle, and go-kart racing events sanctioned by the American Historic Racing Motorcycle Association, the American Motorcyclist Association, AMA Pro Racing, the Automobile Racing Club of America (ARCA), the American Sportbike Racing Association — Championship Cup Series (CCS), the Federation International de L'Automobile, the Federation International Motocycliste, Grand American, Historic Grand Prix, Historic Sportscar Racing, IRL, NHRA, the Porsche Club of America, the Sports Car Club of America (SCCA), the Sportscar Vintage Racing Association, Team Demo Association, the United States Auto Club (USAC), and the World Karting Association.

#### Food, Beverage and Merchandise Operations

The company conducts, either through operations of the particular facility or through certain wholly owned subsidiaries operating under the name Americrown, souvenir

merchandising operations, food and beverage concession operations, and catering services, both in suites and chalets, for customers at each of its motorsports entertainment facilities with the ex

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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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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