

# JCDecaux SA Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

JCDecaux SA 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 JCDecaux SA and its competitors. This provides our Clients with a clear understanding of JCDecaux SA position in the [Media](#) Industry.

The report contains detailed information about JCDecaux SA 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 JCDecaux SA. 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 JCDecaux SA 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 JCDecaux SA 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 JCDecaux SA business.

## **About JCDecaux SA**

JCDecaux SA engages in the business of outdoor advertising in Europe. The company's outdoor advertising consists of three principal types of activities that include advertising on billboards (Billboard), advertising on and in public transportation vehicles and stations (Transport), and advertising on street furniture (Street Furniture).

### **Street Furniture**

The company designs products, such as bus shelters, free-standing information panels, automatic public toilets, larger format advertising panels, multi-service columns (such as the Morris columns in France), kiosks for flowers or newspapers, public trash bins, benches, citylight panels, public information panels, streetlights, street signage, bicycle racks and shelters, recycling bins for glass, batteries or paper, electronic message boards and interactive computer terminals; develops a coordinated range of street furniture; determines, according to the advertising potential, the amount of advertising space needed to finance a city's street furniture equipment needs; selects advertising locations and positions its products to maximize the impact of advertising; offers a mix of advertising and public service products.

The company designs multi-functional street furniture (bus shelters and multi-service

columns that integrate a public phone, an automatic public toilet or a point-of-sale transportation ticket vending machine) that blends in with the city landscape, and reduces street clutter.

Street furniture contracts require it to supply products, which contain advertising space, such as bus shelters, free-standing information panels, and columns; and may also require it to supply and install non-advertising products, such as benches, public trash bins, electronic message boards or street signage.

## Billboard

The company's billboard offering includes a range of products, with general coverage packages offering advertisers a true 'mass media' audience covering a geographic area, and more specific packages that offer contact with an audience having certain demographic or socio-economic characteristics. The neon sign advertising business is located principally in France, but it is also developing this business in other countries, such as Spain, Portugal, Poland, Hungary, and Belgium.

The company's billboards appear prominently near the principal commuter routes of cities and their suburbs and permit advertisers to reach audience. Its billboard networks are situated in various locations in terms of visibility in major cities, such as Paris, London, Brussels, Vienna, Madrid, and Lisbon; and offer advertisers territorial coverage in each country.

The company's billboard activities also include illuminated advertising, consisting essentially of the creation and installation of large-format neon signs. It also offers wall wrap advertising. It operates in 17 countries, with 148 neon signs, the company covers the major European capitals and in Asia, as well as Central Europe.

As of December 31, 2004, the company had 196,500 advertising faces in 25 European countries (in approximately 3,000 European cities) and 4 Asia-Pacific countries (Thailand, Singapore, Hong Kong, and Australia). As of the same date, it had approximately 51,300 large format billboard faces in France.

As of December 31, 2004, the company had installed approximately 3,800 Vitrines in France, approximately 250 in the United Kingdom and approximately 700 spread over 9 other European markets, mainly in Belgium, Sweden, the Netherlands, Spain, and Portugal.

In the United Kingdom, the company has developed a billboard technology called

Chameleon, which makes it possible to put up two different displays, night and day, on a single back-lit structure

Sales: The company markets its billboard network under the Avenir trademark in France and Spain, under the JCDecaux trademark in the United Kingdom, Ireland, the Netherlands and various other European countries, under the Gewista trademark in Austria, under the Europlakat trademark in Central Europe, under the Belgoposter trademark in Belgium, and under the IGPDcaux trademark in Italy.

JCDecaux One Stop Shop, a subsidiary that specializes i

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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## 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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