

# Kid Castle Educational Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Kid Castle Educational 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 Kid Castle Educational Corp. and its competitors. This provides our Clients with a clear understanding of Kid Castle Educational Corp. position in the Industry.

The report contains detailed information about Kid Castle Educational 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 Kid Castle Educational 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 Kid Castle Educational 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 Kid Castle Educational 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 Kid Castle Educational Corp. business.

### **About Kid Castle Educational Corp.**

Kid Castle Educational Corporation provides English-language instruction and educational services to children for whom Chinese is the primary language. The company focuses on children between two and twelve years old. In 2008 it provided educational materials for approximately 1,460,000 students at 7,550 locations through its franchise and cooperative school operations.

#### **Programs**

**Kid Castle After-School Education Program:** The company's after-school education program features research into curriculum and child development implemented by teachers. Its program also includes a series of moral stories for students.

**Kid Castle Preschool — Establishing English Learning Networks:** The company teaches the children different subjects through its preschool curriculum of interactive teaching method. Its teaching features include colorful pictorial displays in text books, posters, and educational VCD and DVD, and audio sound effects in its audio tapes and CDs.

**Kid Castle Publishing:** The company publishes teaching and learning materials for children, including Chinese textbooks for kindergartens, English textbooks, workbooks,

English magazines, and accompanying study guides, music CDs, tapes, VCD and DVD, and other supplemental materials for kindergarten and elementary levels. Its market includes individuals, organizations, elementary schools, and third-party language schools. In addition to publications, it provides relevant resources (including provision of note books and stationery) and services (including serving after-school snacks) to its customers.

## Operations

The company's operations are divided among delivery of classroom-based tutoring services through its franchises and cooperating schools, distribution and sale of its published materials, and delivery of education services through the Internet.

The company provides its franchisees the following services, including management guidelines designed for individual regional districts; teaching materials that can be applied in units and are not dependant on supplementary texts; support during the establishment of the franchise; regularly scheduled conferences and seminars for head teachers and supervisors of franchise schools that provide updated educational and promotional strategies; uniform promotional campaigns; and regularly scheduled education training, administration, and management seminars for the franchise.

## Franchises and Cooperating Schools

The company's classroom-based courses and tutoring services are provided through company-operated locations, cooperating schools, and its independent franchisees. Its franchisees provide Kid Castle courses and tutoring services under the 'Kid Castle' brand name within a specified territory in accordance with a franchise agreement.

The company also offers its franchisees and their employees training seminars each year. Franchise training seminars are designed for each type of school and include: preschool English teaching seminar; children's English teaching seminar; caretaking English teaching seminar; and English kindergarten teaching seminar.

The company has approximately 270 Kid Castle franchises in Taiwan and 180 Kid Castle Franchises in China, and approximately 7,100 cooperating schools in the two countries. The cooperating schools include Kid Castle Kindergarten, Kid Castle Computer School, and Kid Castle Remedial School.

## Publishing

The company's educational products feature technology, including multimedia and audio publications and the Internet. In addition, it develops interactive educational programs that utilize a child's senses of hearing, sight, and touch. The three main channels that purchase its published teaching materials are franchise schools, kindergartens, and elementary schools. As of December 31, 2008 the company had approximately 129,100 kindergartens and 320,100 public and private elementary schools in China.

## Competition

The company's competitors include Kid Castle; Giraffe Language School; Joy Enterprise Organization; Jordan's Language School; Gram English; Hess Educational Organization; English First; New Oriental; DD Dragon; and Onlyedu.

## History

Kid Castle Educational Corporation was incorporated in 1985.

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.  
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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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