

# Locateplus Holdings Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/L6D3B3ECDA5BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: L6D3B3ECDA5BEN

## Abstracts

Locateplus Holdings 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 Locateplus Holdings Corp. and its competitors. This provides our Clients with a clear understanding of Locateplus Holdings Corp. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Locateplus Holdings 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 Locateplus Holdings 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 Locateplus Holdings 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 Locateplus Holdings 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 Locateplus Holdings Corp. business.

### **About Locateplus Holdings Corp.**

LocatePLUS Holdings Corporation, through its wholly-owned subsidiaries, provides business-to-business, business-to-government, and business-to-consumer public information via its data integration solutions. The company subsidiaries include LocatePLUS Corporation; Worldwide Information, Inc.; Entersect Corporation; Dataphant, Inc.; Metrigenics, Inc.; and TruBackgrounds.

#### Products

##### LocatePLUS

The company's LocatePLUS product, which is accessible through the Internet, contains searchable and cross-referenced public information on individuals throughout the United States. Information is presented in a hyper-linked fashion, permitting users to identify and obtain personal information relating to individuals and their associated residences, possible acquaintances, and various other types of data. Its LocatePLUS database consists of approximately five billion individual data entries. The company has data entries relating to approximately 225 million adult individuals in the United States.

Datasets integrated in the company's LocatePLUS product include nationwide records relating to: names and addresses; aliases; dates of birth; social security numbers; driver's license information; residential address information (including dates of residence); certain criminal arrest, conviction and incarceration records; real estate records; prior residences; recorded bankruptcies; liens; motor vehicle records; certain death records; phone numbers; and vessel registrations.

### Worldwide Information

The company sells a CD-ROM-based product, Worldwide Information, which enables users to search certain motor vehicle records and driver's license information in multiple states. Its Worldwide Information product enables users to search certain motor vehicle records and drivers' license information in multiple states through a dynamic search engine. Worldwide Information product enables users to identify vehicles or drivers using complete or partial search criteria.

### Entersect

Entersect Corporation operates under the trade name of Entersect, and provides self-screening for both resume and online dating services. Entersect also provides services to law enforcement through an online database called Entersect Police Online (EPO).

### Dataphant

Dataphant has information on land-based phone numbers and cell phone numbers in the United States. The Dataphant data has been integrated into its LocatePLUS, Entersect, and Worldwide Information products.

### TruBackgrounds

In 2009, the company acquired the stock of Employment Screening Profiles, Inc.(ESP)(doing business as Trubackgrounds), which engages in the business of developing and delivering integrated, customized Web-enabled solutions designed to aid in background verification, applicant management, and human resource collaboration processes.

### Markets and Customers

The company's products are marketed and sold to federal, state and local government

agencies (including law enforcement agencies), private investigators, human resource professionals, and the legal profession. Its products are used in crime and terrorism investigation (in conjunction with federal and state investigations); detection of fraud; 'skip tracing' (the location of debtors and individuals in violation of parole or bail restrictions); background checks; legal due diligence; and identity self certification private security and risk management. The company's LocatePLUS Group products are marketed and sold to pre-screened business and government end users.

## Competition

The company's major competitors include ChoicePoint, IRB, MerlinData, and Lexis-Nexis.

## History

LocatePLUS Holdings Corporation was founded in 1996.

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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