

The Marcus Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about The Marcus Corporation 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 The Marcus Corporation. 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 The Marcus Corporation 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 The Marcus Corporation 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 The Marcus Corporation business.

About The Marcus Corporation

The Marcus Corporation operates movie theatres, and hotels and resorts in the United States.

Segments

THEATRE OPERATIONS

As of May 27, 2010, the company owned or operated 54 movie theatre locations with a total of 668 screens in Wisconsin, Illinois, Minnesota, Ohio, North Dakota, Nebraska and Iowa for an average of 12.4 screens per location. Included in the total are two theatres with 11 screens that the company manages for other owners. The company's 52 company-owned facilities include 32 megaplex theatres (12 or more screens), representing 75% of its total screens, 19 multiplex theatres (two to 11 screens), and 1 single-screen theatre.

In May 2009, the company opened its circuit's 13th UltraScreen at its newly-renovated North Shore Cinema in Mequon, Wisconsin. In addition, in November 2009, the company opened the new Marcus Midtown Cinema at Midtown Crossing in Omaha, Nebraska. The company is managing this four-level, five-screen entertainment

destination for the owner, Mutual of Omaha. This theatre offers its CineDine in-theatre dining concept in five auditoriums and also features Zaffiro's pizza. The theatre also features two cocktail lounges, meeting, and event space and a catering service.

The company owns a minority interest in MovieTickets.com, a joint venture of movie and entertainment companies that was created to sell movie tickets over the Internet. As of May 27, 2010, the company offered digital 3D systems at 60 screens at 43 of its theatre locations in 7 states.

The company sells food and beverage concessions in its movie theatres. It has also added self-serve soft drinks to its theatres. It also offers branded pizza (Zaffiro's) and branded coffee, ice cream and chocolates, as well as an expanded concession Hot Zone that serves pizza, hamburgers, wraps, sandwiches and other hot appetizers – to selected theatres. Certain of its theatres have also introduced Take Five cocktail lounges and a multi-use 'dinner-theatre' concept the company has branded as CineDine, equipped for live performances, meetings, broadcast concerts and sporting events and regular screenings of first-run movies, with a kitchen. The company's new Marcus Midtown Cinema at Midtown Crossing in Omaha, Nebraska, offers its CineDine in-theatre dining concept in five auditoriums, features Zaffiro's pizza and also offers two cocktail lounges, meeting and event space and a catering service. The company's newly remodeled North Shore Cinema in Mequon, Wisconsin includes a cocktail lounge, a Hot Zone and a separate full-service Zaffiro's Pizzeria and Bar.

The company also owns a family entertainment center, Funset Boulevard, adjacent to its 14-screen movie theatre in Appleton, Wisconsin. Funset Boulevard features a 40,000 square foot Hollywood-themed indoor amusement facility that includes a restaurant, party room, laser tag center, virtual reality games, arcade, outdoor miniature golf course, and batting cages.

HOTELS AND RESORTS OPERATIONS

Owned and Operated Hotels and Resorts

The Pfister Hotel

The company owns and operates the Pfister Hotel, which is located in downtown Milwaukee, Wisconsin. The Pfister Hotel is a full service luxury hotel and has 307 guest rooms (including 82 luxury suites and 176 tower rooms), 2 restaurants, 3 cocktail lounges, and a 275-car parking ramp. The Pfister also has 24,000 square feet of

banquet and convention facilities. The Pfister's banquet and meeting rooms accommodate approximately 3,000 people and the hotel features 2 ballrooms, including a ballroom in the Milwaukee metropolitan area, with banquet seating for 1,200 people. The hotel has a signature restaurant named the Mason Street Grill, as well as a spa and salon.

The Hilton Milwaukee City Center

The company owns and operates the 729-room Hilton Milwaukee City Center. Various aspects of Hilton's franchise program have benefited this hotel, including Hilton's international centralized reservation and marketing system, advertising cooperatives, and frequent stay programs. The Hilton Milwaukee City Center also features Paradise Landing, an indoor water park and family fun center that features water slides, swimming pools, a sa

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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