

# Mercantile Bancorp Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Mercantile Bancorp Inc. 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 Mercantile Bancorp Inc. and its competitors. This provides our Clients with a clear understanding of Mercantile Bancorp Inc. position in the Industry.

The report contains detailed information about Mercantile Bancorp Inc. 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 Mercantile Bancorp Inc.. 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 Mercantile Bancorp Inc. 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 Mercantile Bancorp Inc. 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 Mercantile Bancorp Inc. business.

### **About Mercantile Bancorp Inc.**

Mercantile Bancorp, Inc., a multi-state bank holding company, through its subsidiaries, engages in the consumer and commercial banking business, which includes mainly deposit gathering, safekeeping and distribution; lending for commercial, financial and agricultural purposes, real estate purposes (including farmland, construction and mortgages), and consumer purposes; and asset management including trust, estate and agency management, retail brokerage services, and agricultural business management.

The company's subsidiaries consist of three banks in Illinois and one bank in each of Missouri, Kansas and Florida. As of December 31, 2008, the company had 28 banking facilities (26 full service offices, 1 stand-alone drive-up facility and 1 loan production office) serving 21 communities located throughout west-central Illinois, central Indiana, northern Missouri, eastern Kansas, and southwestern Florida.

### **Products and Services**

**Lending Activities:** The company offers the commercial, agricultural, residential and consumer customers in its markets various products and services, including an array of loan products. Its bank subsidiaries make real estate loans (including farmland,

construction and mortgage loans), commercial, financial and agricultural loans, and consumer loans.

**Real Estate Loans:** The company's banks make real estate loans for farmland, construction and mortgage purposes.

**Farmland Real Estate Loans:** Farm real estate loans are collateralized by owner-occupied and investment properties located in the company's market areas. The company's banks offer various mortgage loan products that are amortized over five to twenty years.

**Construction Real Estate Loans:** The company's banks also make loans to finance the construction of residential and non-residential properties. Construction loans are secured by first liens on real estate. Its banks conduct periodic inspections, either directly or through an agent, prior to approval of periodic draws on these loans.

**Mortgage Real Estate Loans:** A portion of the company's lending activity consists of the origination of mortgage loans collateralized by properties located in the company's market areas. The company's banks offer various residential mortgage loan products that are amortized over five to twenty-five years. Of the residential mortgage real estate loans originated, the company retains on its books shorter-term loans with fixed or variable rates, and sells into the secondary mortgage market longer-term, fixed-rate loans to either Fannie Mae, or a regional Federal Home Loan Bank, and retains the loan servicing rights. The company's banks offer various commercial real estate mortgage loan products that are amortized up to twenty years. The commercial real estate mortgage loans are collateralized by owner/operator real estate mortgages, as well as investment real estate mortgages.

**Commercial, Financial and Agricultural Loans:** These loans are primarily made with in the company's market areas and are underwritten on the basis of the borrower's ability to service the debt from income. The company's banks take as collateral a lien on any available equipment, accounts receivables or other assets owned by the borrower and often obtain the personal guaranty of the borrower.

**Consumer Loans:** The company provides various consumer loans (also referred to as installment loans to individuals), including motor vehicle, watercraft, education, personal (collateralized and non-collateralized) and deposit account collateralized loans.

## Wholly-Owned Subsidiaries

As of December 31, 2008, the company was the sole shareholder of the following banking subsidiaries: Mercantile Bank, located in Quincy, Illinois; Marine Bank & Trust (Marine Bank), located in Carthage, Illinois; Brown County State Bank (Brown County), located in Mt. Sterling, Illinois; Royal Palm Bancorp, Inc. (Royal Palm) (the sole shareholder of Royal Palm Bank of Florida (Royal Palm Bank), located in Naples, Florida; and HNB Financial Services, Inc. (HNB Financial) (the sole shareholder of HNB National Bank (HNB), located in Hannibal, Missouri.

Majority-Owned Subsidiaries: As of December 31, 2008, th

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?

## I would like to order

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