

# PopMail.com, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

PopMail.com, 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 PopMail.com, Inc. and its competitors. This provides our Clients with a clear understanding of PopMail.com, Inc. position in the Industry.

The report contains detailed information about PopMail.com, 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 PopMail.com, 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 PopMail.com, 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 PopMail.com, 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 PopMail.com, Inc. business.

### **About PopMail.com, Inc.**

PopMail.com, inc. (PopMail or the Company) commenced operations as Hotel Mexico, Inc. (HMI), which was incorporated in Ohio in 1994. In 1996, the Company opened its first restaurant (Kenwood) under the trade name Hotel Discovery, and in 1997, HMI was reorganized as Hotel Discovery, Inc., a Minnesota corporation. During the fiscal year ended December 31, 2000, the company consisted of two divisions, the restaurant division (which has been presented as discontinued operations) and the Internet division.

The restaurant division develops, owns and operates restaurants with multiple themed dining rooms designed to appeal to the upscale casual dining market. PopMail has Cafe Odyssey restaurants at the Mall of America in Bloomington, Minnesota, which opened in June 1998, and in the Denver Pavilions, which opened in March 1999.

The Internet marketing division is an affinity and permission based e-marketing company, connecting people with their passions. PopMail accomplished this during 2000 by providing official fan clubs and fan club services for sports teams, clients in the broadcast and entertainment industries, and recording artists. These marketing services included access to preferred tickets, merchandise, exclusive news, chat, discussion, permission marketing and vanity web-based email, official fan sites and access to

discounted products related to a sports team, personality or artist.

Throughout the majority of 2000, the Internet division consisted of three companies: PopMail Network, Inc. (PopMail Network), based in Irving, Texas, is a provider of permission and vanity web based e-mail services to professional sports teams, broadcast stations and other brand name clients in the sports, media and entertainment industries; Fan Asylum, Inc. (Fan Asylum), based in San Francisco, California, a provider of official online and offline fan club sites for recording artists in the music industry; and IZ.com, Inc. (IZ), which is based in Bellevue, Washington, a provider of digital publishing services, newsletters and technology for high-end brands.

PopMail Network provides turnkey email and database management solutions that allow its clients to provide: via ENewsNotifier, or ENN, outbound email distribution and management of email messages tailored to registrants of PopMail Network's clients, and, via PopMailTM, web based affinity email accounts to visitors of the company's client's sites i.e., joe@yoursitemail.com. PopMail Network has over 225 Clients in the sports, broadcast, , media and entertainment industries. PopMail Network considers its clients' subscribers to ENewsNotifier and PopMail to be Members because of their affinity towards, and willingness to receive, information.

## Services

At the present time, Network offers two proprietary email services, which are described below.

ENEWSNOTIFIERTM (ENNTM) is a permission marketing email service, which allows clients to collect preference and demographic information from their Members and create a Member database. These organizations can then use this database to send out targeted, personalized and customized messages for marketing purposes.

PopMailTM is an affinity email service that allows clients to offer free Web based email boxes on their home pages. Members sign up for a personal email address that contains their affinity group's name (such as JoeSmith@Yoursitemail.com). Clients benefit from the affinity with their customers and higher traffic on their Web site when registrants visit the client's site to send and receive their email. Clients can also sell advertising.

At present, PopMail Network targets four vertical markets for its email services: sports, broadcast, media, and entertainment. Companies in these vertical markets typically

have customers with a stronger affinity for their product or service - such as a favorite sports team, radio station, personality, or publication. Using PopMail Network's email services allows clients to cut through the clutter and inefficiencies of traditional marketing, and more effectively and efficiently promote and brand their content, products or services to their viewers, listeners, fans and customers on the topics and items already of interest to them.

## Competition

The company's major competitors are e.piphany, Vignette, Lyris, SparkNet, and YesMail. Competitors in customer relationship and outbound email management include public companies such as Critical Path, Digital Impact, Mail.com, Message Media, Lifeminders and Kana Communications.

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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