

# **ProtoSource Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

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

The report contains detailed information about ProtoSource 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 ProtoSource 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 ProtoSource 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 ProtoSource 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 ProtoSource Corp. business.

### **About ProtoSource Corp.**

ProtoSource Corporation engages in the conversion print content to Web content. It involves in the mining and database management of print, graphic, and data content for the publishing industry, as well as the distribution of content via the Internet. The company also provides bilingual technical support services, Web-hosting, and Internet connectivity. It serves retailers, newspapers, and magazine publishers in North America and Europe.

The company has two suites of services and solutions offered by its two operating units: P2i Newspapers and BX-Solutions. P2i Newspapers offers products and services tailored specifically to support the online publishing of editorial content, advertising, discounts, deals, and offers. BX-Solutions provides technical support and hosting.

### **Media and Data Conversion Technologies**

The company engages in the mining and database management of print, graphic and data content for the publishing industry, and its distribution via the Internet. Directly and indirectly, P2i provides the data that drives online advertising and editorial solutions for hundreds of newspapers, retailers and other publishers in the U.S., Canada, and Europe.

## Solutions and Services

**Hosted Solutions:** Utilizing proprietary technology, P2i converts print media content into interactive, online content that is incorporated into existing newspaper/publisher Web sites. All print content is created electronically at the newspaper or publisher, merged with electronically-created editorial copy, paginated using sophisticated software, edited on a local or wide area network, and transmitted to the printing presses. At the end of every business day, publishing clients send to P2i, via ftp, the same electronic versions of advertising and editorial that were sent to press. These files are received by P2i's production group, processed, quality checked, and delivered to the hosting servers by the start of the following business day.

**Data Extraction:** Multiple forms of disparate electronic content are streamed all day from customers, to be processed into one constant data flow. Extracting relevant data points, merging consistencies, and fielding content to produce a data feed, per the client's or third party's specifications, is core to P2i's technology. The fielded data is then converted & delivered as XML, txt or pipe-delimited data.

**Content Processing:** Online content needs to reflect the values, relevance, and accuracy of its owners. P2i's Content Processing team examines thousands of items a day for retailers and newspapers, sorting, databasing, editing, proofing, and determining relevancy. Staff members review pricing, language, relevance, brand names, and scores of other specifics, delivering a critical component in the publishing of user-generated content.

**Customers:** The company's customers include individual newspapers (Minneapolis Star Tribune, Press of Atlantic City, and Milwaukee Journal Sentinel), newspaper groups (Tribune and Gannett), shopping channels (ShopLocal), and publishing companies (SRDS).

**Competition:** The company's competitors include ShopLocal, Gannett, Mactive, and Olive

## Technical Support & Hosting Services

The company engages in providing bilingual technical support services, Web-hosting, and Internet connectivity. Internet and telephone (IT) companies comprise the bulk of the customer base for technical support. The hosting services are deployed across IT

and publishing customers. BX-Solutions hosts and manages the servers that provide a lot of the services, especially email, for its customers, as well as some of the hosting for P2i Newspaper, LLC, a wholly-owned subsidiary of the company.

## History

ProtoSource Corporation was founded in 1988.

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 3×3 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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