

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

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## Abstracts

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

The report contains detailed information about Rapidtron 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 Rapidtron 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 Rapidtron 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 Rapidtron 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 Rapidtron Inc. business.

### **About Rapidtron Inc.**

Rapidtron, Inc. provides Radio Frequency smart access control and ticketing/ membership systems to the fitness, winter resort, and amusement industries and universities in North America.

The Company is the North American distributor for Axess AG, an Austrian developer and manufacturer of software and equipment for entry and exit control utilizing bar code and Smart chip technology. The equipment consists of cards, card readers, turnstiles, radio frequency emitters and other equipment. Axess AG manufactures some of the equipment components and assembles others manufactured by various European vendors.

The Company provides marketing research, sales, installation, software integration and customer service for products purchased from Axess AG and sold under the Rapidtron brand name. It contracts additional marketing research from Equus Marketing, a related party. It sells turnstiles with door, counter and handheld readers manufactured by Axess AG to the fitness, university, and winter resorts industries in North America utilizing two technologies, RF smart chip (ISO standard smart cards, key cards and ID bracelets) and bar code tickets.

In Europe, Axess AG provides a software package as part of the system it sells. The Company develops the interface software and owns the rights to these interfaces.

### Products and services

The Company distributes the access control systems manufactured by or on behalf of Axess AG. The Company has distribution agreement for the North American market with Axess AG. It sells installs and services all North American installations for Axess AG. These systems read both bar code or RF smart cards and other media.

RF smart cards incorporate an antenna and a 2K memory chip and microprocessor laminated between two plastic sheets. The Company's RF smart cards provide passive contact-less identification technology. These cards require no electrical contacts, or visual contact. The Company's RF smart cards operate in harsh environmental conditions, such as skiing at winter resorts in extreme temperatures. They also provide hands free operation at the turnstile, as the long range antennas can read the cards in the pockets of the skier without being removed and placed near the reader. The Company's RF smart cards have read/write memory, which means the card, when read by one of its RF ID readers, can read the data on the card, debit (points or cash) and write new data in addition to the value stored on the card.

The Company's RF smart card and reader has a reading range of 10 to 120 centimeters. The Company's indoor system of satellite readers provides proximity reading of smart cards at a range of approximately 10 centimeters, and its resort systems with range antennas can read cards at a range of approximately 120 centimeters for hands free operation.

The Company's automated system allows a fitness club to use its existing bar code membership cards to start and upgrade to smart cards at any time. The Company can incorporate smart card debit/credit technology for retail purchases for a wallet-less workout or visit. The Company's system offers various read/write smart media: cards, key fobs, ID bracelets, for multifunctional capabilities including access, debit/credit and affinity/loyalty programs, parking and other uses. The Company's printers can issue both bar code tickets and smart cards. The Company's smart cards come with four color printing on the front with the client's design. Utilizing its Thermo printer, the reverse side can be printed on site with photos and copy that can be removed and reprinted when re-programming the smart cards on the printer.

The products sold by Axess AG in Europe include a software solution that integrates the

access control equipment with the home office software used by the customer to manage its consumer information. In North America, the Company's Axess AG products include open architecture software that allows it to customize the integration software that communicates between the access control equipment and the customer's home office.

### Acquisitions

In 2004, the Company acquired a COM DLL integration software developed for it by a Canadian software company.

### Target Markets

The Company's target markets include fitness, winter resorts, and universities.

### Suppliers

The company's primary suppliers include Axess AG and Texas Instruments.

### Customers

The Company's primary customer includes Bally Total Fitness. The Company's customers also include Copper Mountain in Colorado, Park City Resort in Utah, and Tamarack Ski Resort in New York, and the bar code system to the University of California, Berkeley, and the University of California at Los Angeles and various fitness clubs.

### Competition

The Company's primary competitors in the winter resort market include Ski Data, Comptrol, Siriusware and RTP. The Company competitors in the fitness industry include Aphelion, ASF, CSI, Check Free, Twin Oaks, Computer Outfitters and CSI.

### History

Rapidtron, Inc. was founded in 2000.

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.  
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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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