

Reading International Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Reading International 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 Reading International Inc. and its competitors. This provides our Clients with a clear understanding of Reading International Inc. position in the [Media](#) Industry.

The report contains detailed information about Reading International 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 Reading International 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 Reading International 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 Reading International 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 Reading International Inc. business.

About Reading International Inc.

Reading International, Inc. engages in the development, ownership and operation of entertainment and real property assets in the United States, Australia, and New Zealand.

Segments

The company operates in two segments, Cinema Exhibition, through its 59 multiplex theatres and Real Estate, including real estate development and the rental of retail, commercial and live theatre assets.

Cinema Exhibition Activities and Business

The company focuses on the ownership and operation of three categories of cinemas, including modern stadium seating multiplex cinemas featuring conventional film product; specialty and art cinemas, such as its Angelika Film Centers in Manhattan and Dallas and the Rialto cinema chain in New Zealand; and small town markets that would not support the development of a modern stadium design multiplex cinema, conventional sloped floor cinemas.

The company also offers premium class seating and amenities in certain of its cinemas and is in the process of converting certain of its exiting cinemas to provide this premium offering.

In New Zealand, the company also owns a one-third interest in Rialto Distribution. Rialto Distribution, an unincorporated joint venture, is engaged in the business of distributing art film in New Zealand and Australia.

Management of Cinemas

With two exceptions, the company manages all of its cinemas ourselves with executives located in Los Angeles, Manhattan, Melbourne, Australia, and Wellington, New Zealand. The company's 3 New Zealand Rialto cinemas are owned by a joint venture in which Reading New Zealand is a 50% joint venture partner. While the company is principally responsible for the booking of the cinemas, its joint venture partner, Greater Union, manages the day-to-day operations of these cinemas. In addition, the company has a 1/3 interest in a 16-screen Brisbane cinema. Greater Union manages that cinema.

Competition

The company identifies competition from Regal, AMC, Cinemark, Carmike, Sky Cinemas, and Hoyts.

Real Estate Activities

The company's real estate activities consist principally of the ownership of fee or long term leasehold interests in properties used in its cinema exhibition activities or which were acquired for the development of cinemas or cinema based real estate development projects; the acquisition of fee interests for general real estate development; the leasing to shows of its live theatres; and the redevelopment of existing cinema sites to their highest and best use.

Entertainment Properties

Entertainment Use Leasehold Interests: As of December 31, 2009, the company leased approximately 2.15 million square feet of cinema space in the United States, Australia, and New Zealand.

In February 2010, the company entered into a lease for an approximately 33,000

8-screen art cinema to be built as a part of the Mosaic District in the Greater Washington DC area.

Entertainment Use Fee Interests

In Australia, the company owned as of December 31, 2009, approximately 3.2 million square feet of land at 8 locations plus one strata title estate consisting of 22,000 square feet. Most of this land is located in the greater metropolitan areas of Brisbane, Melbourne, Perth, and Sydney, including the 50.6-acre Burwood site in suburban Melbourne that the company is holding for development and which is anticipated to include a cinema component. Of these fee interests, approximately 860,000 square feet is improved with cinemas.

In New Zealand, the company owned as of December 31, 2009, a 152,000 square foot site, which includes an existing 335,000 square foot, 9 level parking structure. All but 38,000 square feet of the Wellington site has been developed as an ETRC that incorporates the existing parking garage. The remaining land is leased and is slated for development as phase two of its Wellington ETRC. The company owns the fee interests underlying 4 additional cinemas in New Zealand, which properties include approximately 12,000 square feet of ancillary retail space.

In the United States, the company owned as of December 31, 2009, approximately 128,000 square feet of improved real estate comprised of 4 live theater buildi

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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The complete financial data is available for publicly traded companies.

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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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