

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

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## Abstracts

Shutterfly, 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 Shutterfly, Inc. and its competitors. This provides our Clients with a clear understanding of Shutterfly, Inc. position in the [Retail](#) Industry.

The report contains detailed information about Shutterfly, 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 Shutterfly, 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 Shutterfly, 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 Shutterfly, 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 Shutterfly, Inc. business.

## **About Shutterfly, Inc.**

Shutterfly, Inc. operates as an Internet-based social expression and personal publishing service that enables consumers to share, print and preserve their memories by leveraging its technology, manufacturing, Web-design, and merchandising capabilities.

The company's primary focus is on helping consumers manage their memories through the medium of photography. It provides a range of personalized photo-based products and services that make it use for consumers to upload, edit, enhance, organize, find, share, create, print and preserve their memories.

The company produces and sells professionally-bound photo books, greeting cards and stationery, personalized calendars, other photo-based merchandise and prints ranging in size from wallet-sized to jumbo-sized 20x30 enlargements. It sells print and photo-based merchandise that is manufactured for it by third parties, such as calendars, mugs, canvas prints, mouse pads, magnets and puzzles.

### **Personalized Products and Services**

Personalized products and services (PPS) are comprised of the company's photo book products, greeting cards and stationery, and other photo-based merchandise. In

addition, PPS also includes revenues from advertising and sponsorship activities. The company also provides Web site services, which include its share platform called Share Sites.

Enhance product and services offerings.

The company operates as a designer of greeting cards and stationery for various occasions, including holidays, baby announcements, birthdays, and weddings. During 2009, the company launched the Simple Path feature, which instantly creates photo books in all sizes and formats. The company also has a Storyboard feature that helps customers organize their pictures and create custom photo books. During 2009, the company launched new templates and functionality for its Share Sites designed to support parents and coaches who manage team sports like soccer. The company also offers the ability to upload, store, and share a limited number of video clips for free and a video subscription service that provides unlimited video storage, larger file sizes, and HD-quality video playback.

The company has expanded its presence across social networks by enabling customers to post their photo books onto various social networking and blogging Web sites, such as Facebook, MySpace, Twitter, and Blogger.

## Prints

The company's Prints offerings include 4x6 prints, as well as other print sizes ranging from wallet sized to jumbo-sized 20x30 enlargements, and photocards. The company launched Wink, a new mobile service, which enables customers to create, order, and mail customized photo strips using photos from their iPhone, Facebook, and Flickr accounts.

## Commercial Print Services

In 2008, the company launched its Commercial Printing business initiative.

## Significant Events

In October 2010, Shutterfly, Inc. announced partnerships with CVS/pharmacy and Walgreens to allow Shutterfly customers more options for in-store pick up.

## Competition

The company faces intense competition from a range of companies, including online digital photography services companies, such as Kodak EasyShare Gallery, Snapfish, which is a service of Hewlett-Packard, American Greetings' Photoworks and Webshots brands, and Vista Print; Big Box retailers, such as Wal-Mart and Costco; drug stores, such as Walgreens, and CVS; regional photography companies, such as Ritz Camera; Internet portals and search engines, such as Yahoo!

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?

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