

Sonoma College Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Sonoma College 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 Sonoma College 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 Sonoma College 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 Sonoma College 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 Sonoma College Inc. business.

About Sonoma College Inc.

Sonoma College, Inc. engages in owning and operating a post-secondary career preparation college. The company's post-secondary career preparation college offers associate degrees, certificates, and continuing education in the allied health and homeland security disciplines.

The company serves both full-time and part-time students offering daytime, evening, and Saturday classroom schedules 'blended' with Internet classes. Significant portions of Sonoma College's academic programs are offered online in an advanced college Internet learning management system and the balance of the curricula is offered in standard residential college classrooms or in off-site residential clinic externships.

Sonoma College is accredited by the Accrediting Bureau of Health Education Schools ('ABHES'), an accrediting agency recognized by the United States Department of Education ('ED'). Sonoma College is also approved by the Higher Education Division of the California Bureau of Private Post-Secondary Vocational Education ('BPPVE'). As of September 30, 2006, Sonoma College has a student population of 185 degree and certificate students enrolled in its programs. The Company has enrolled an additional 27 students for the month of October 2006.

The Company's business is designed to provide career-oriented post-secondary education in allied health (including MT, MRI, PTA, MOA, Chiropractic Technology, and MIBC), Homeland Security (including Homeland First Response and Homeland Readiness and Emergency Management), continuing education (Nursing), and other career orientated fields to students seeking to enter into a profession as well as professionals with busy schedules who need flexible learning options.

Educational Programs

ALLIED HEALTH PROGRAMS: The Company's program offerings were in the allied health disciplines including certificate and degree programs in MRI, PTA, and MT. The Company's has expanded its course offerings to include MOA, Chiropractic Technology, MIBC and Pharmacy Technology. The Company's also offers its MRI degree program to three new consortium locations at Casa Loma College in Southern California. As additional classroom locations, these campuses permit the college to provide its MRI program to another market where MRI Technologists are in demand. The Company's is one of a handful of colleges in California that offers associate degree programs in PTA and MT.

HOMELAND SECURITY PROGRAMS: The Company was approved by BPPVE and accredited by ABHES to offer a certificate and associate of applied science degree programs in Homeland Readiness and Emergency Management ('HREM') and a Certificate in Homeland First Response. In February 2004, the company launched the homeland security programs, which are designed to provide in-depth knowledge and technical skills pertaining to homeland security and emergency response. As of September 30, 2006, the company had 21 students enrolled in HREM related programs.

The homeland security degree and certificate programs are designed for maximum educational flexibility because they are targeted toward public safety professionals and departments with busy schedules whose personnel need anytime, anyplace learning options.

In addition to the HREM degree and certificate programs, the college offers a program in Homeland First Response. This program is a cornerstone course in the HREM degree and certificate programs, but it is also a program for public safety professionals and volunteers who wish to complete the 'National Standard Curriculum' for medical First Responders as well as a curriculum outlined by the Department of Homeland Security for training on first response to weapons of mass destruction. The Homeland First Response program is offered in a 'blended format' such that portions of the

program are offered online and portions are offered in the classroom.

California Title 22 Public Safety First Aid Training Program: The College also offers a California-specific version of its Homeland First Response program to Sonoma County's Office of Emergency Management Services team of 250 volunteer firefighters, which includes 11 clock-hours of online education and 12 clock-hours o

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.

Contents

RESEARCH METHODOLOGY

DISCLAIMER

1. SONOMA COLLEGE INC. COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

2. SONOMA COLLEGE INC. BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

3. SONOMA COLLEGE INC. SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

4. SONOMA COLLEGE INC. FINANCIAL ANALYSIS

- 4.1. Financial Statements
 - 4.1.1. Income Statement
 - 4.1.2. Balance Sheet
 - 4.1.3. Cash Flow
- 4.2. Financial Ratios
 - 4.2.1. Profitability
 - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

5. SONOMA COLLEGE INC. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. Sonoma College Inc. Direct Competitors
- 5.2. Comparison of Sonoma College Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Sonoma College Inc. and Direct Competitors Stock Charts
- 5.4. Sonoma College Inc. Industry Analysis
 - 5.4.1. Industry Snapshot
 - 5.4.2. Sonoma College Inc. Industry Position Analysis

6. SONOMA COLLEGE INC. NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

7. SONOMA COLLEGE INC. EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. SONOMA COLLEGE INC. ENHANCED SWOT ANALYSIS²

9. UNITED STATES PESTEL ANALYSIS²

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

10. SONOMA COLLEGE INC. IFE, EFE, IE MATRICES²

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

11. SONOMA COLLEGE INC. PORTER FIVE FORCES ANALYSIS²

12. SONOMA COLLEGE INC. VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

Sonoma College Inc. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit
Profit Margin Chart
Operating Margin Chart
Return on Equity (ROE) Chart
Return on Assets (ROA) Chart
Debt to Equity Chart
Current Ratio Chart
Sonoma College Inc. 1-year Stock Charts
Sonoma College Inc. 5-year Stock Charts
Sonoma College Inc. vs. Main Indexes 1-year Stock Chart
Sonoma College Inc. vs. Direct Competitors 1-year Stock Charts
Sonoma College Inc. Article Density Chart

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.

List Of Tables

LIST OF TABLES

Sonoma College Inc. Key Facts
Profitability
Management Effectiveness
Income Statement Key Figures
Balance Sheet Key Figures
Cash Flow Statement Key Figures
Financial Performance Abbreviation Guide
Sonoma College Inc. Key Executives
Sonoma College Inc. Major Shareholders
Sonoma College Inc. History
Sonoma College Inc. Products
Revenues by Segment
Revenues by Region
Sonoma College Inc. Offices and Representations
Sonoma College Inc. SWOT Analysis
Yearly Income Statement Including Trends
Income Statement Latest 4 Quarters Including Trends
Yearly Balance Sheet Including Trends
Balance Sheet Latest 4 Quarters Including Trends
Yearly Cash Flow Including Trends
Cash Flow Latest 4 Quarters Including Trends
Sonoma College Inc. Profitability Ratios
Margin Analysis Ratios
Asset Turnover Ratios
Credit Ratios
Long-Term Solvency Ratios
Financial Ratios Growth Over Prior Year
Sonoma College Inc. Capital Market Snapshot
Sonoma College Inc. Direct Competitors Key Facts
Direct Competitors Profitability Ratios
Direct Competitors Margin Analysis Ratios
Direct Competitors Asset Turnover Ratios
Direct Competitors Credit Ratios
Direct Competitors Long-Term Solvency Ratios
Industry Statistics

Sonoma College Inc. Industry Position
Company vs. Industry Income Statement Analysis
Company vs. Industry Balance Sheet Analysis
Company vs. Industry Cash Flow Analysis
Company vs. Industry Ratios Comparison
Sonoma College Inc. Consensus Recommendations¹
Analyst Recommendation Summary¹
Price Target Summary¹
Experts Recommendation Trends¹
Revenue Estimates Analysis¹
Earnings Estimates Analysis¹
Historical Surprises¹
Revenue Estimates Trend¹
Earnings Estimates Trend¹
Revenue Revisions¹

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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