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Fang Holdings Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Fang Holdings Limited 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 Fang Holdings Limited and its competitors. This provides our Clients with a clear understanding of Fang Holdings Limited position in the Software and Technology Services Industry.

The report contains detailed information about Fang Holdings Limited 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 Fang Holdings Limited. 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 Fang Holdings Limited 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 Fang Holdings Limited 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 Fang Holdings Limited business.

About Fang Holdings Limited

SouFun Holdings Limited provides marketing services, listing services, and other value-added products to the real estate and home furnishing industries in the People's Republic of China (the PRC).

The company operates the real estate Internet portal, www.soufun.com, in China. As of June 30, 2010, its Web site and database contained: approximately 139,000 listings for new residential property complexes, approximately eight million listings of secondary and rental properties, as well as approximately 140,000 listings of commercial properties for sale and lease; approximately 8,000 brands and 1 million listings from home furnishing and improvement vendors across China; and content coverage of real estate-related content, search services, marketing, and listing coverage of 106 cities in China. It offers online residential community services through its Web site.

Services

Marketing Services

The company offers marketing services on its Web site, mainly through advertisements, to real estate developers in the marketing phase of new property developments, as well

as to real estate agencies and other home furnishing and improvement vendors who wish to promote their products and services, including home furnishing and improvement products and services, furniture, electronics, and other products. It also combines the traditional online advertising tools with its other services to create featured promotion packages for its customers. The company also intends to integrate paid priority placement of customer links in keyword search results into its search and search ranking services. Customers of its marketing services include participants in the real estate market and providers of a range of real estate and home furnishing and improvement services in China, such as real estate developers; real estate professionals, such as agents and brokers; retailers and other suppliers of home furnishing and improvement products and services; home design, decoration and re-modeling companies; and banks offering residential mortgage loan products. The company creates customized marketing and promotional packages customized with additional features at the request of its customers to meet the different needs of various customers operating in various geographic markets in China.

Listing Services

The company offers basic and special listing services.

Basic Listing Services: Basic listing services are mainly offered to real estate agents, brokers, property developers, property owners and managers, and providers of home furnishing and improvement products and services, and allow them to post information on properties, home furnishing and improvement and other related products and services on its Web site. Once a listing has been uploaded to its Web site, it can be viewed for free by visitors to its Web site. Individual property owners may also list their own properties for sale or rent on its property listing sections without charge. The company updates the listing data on its Web site on a daily basis through its proprietary content management process and software.

Special Listing Services: Special listing services are a specialized form of marketing program or event provided primarily to property developers marketing new property developments. Through collaboration among its research, product development and sales personnel, the company identifies property developments with similar attributes and creates a plan for collectively promoting such property developments in a ‘special listing’, typically in the form of an offline event. Once the company determines a theme for a special listing program and identifies suitable property developments for the program.

Other Value-Added Services and Products

The company offers subscription-based access to its information database, research reports, and 'total Web solution' services, which integrate its customers' services and products into its Web site, and also include Web site design services.

Online Content Subscription and Research Services: The company utilizes its PRC real estate database and research capabilities to provide online content relating to the real estate sector through its Web site. It categorizes its online content subscription and research services into four key areas: real estate database access, research services, real estate industry and company-specific research reports, and home furnishing and improvement-related research. The company's customers include PRC real estate enterprises, as well as government entities. Its research group, China Index Academy, combines its research department resources with an advisory panel of real estate experts and industry professionals. The advisory panel provides strategic research guidance, identifies key issues facing the PRC real estate market and acts as an advisory board to the China Index Academy and the company.

Total Web Solution Services: Total Web solution services include assistance integrating customer's services and products into its Web sites, as well as Web site design services. Customers interested in targeting consumers in the real estate and home furnishing and improvement sectors often request its assistance with Web site management, establishing Web site traffic tracking tools and electronic bulletin board services, a type of online information service that offers a shared environment where visitors to the Web site can leave messages, retrieve messages, engage in online discussions, and exchange information with other visitors.

Markets

As of June 30, 2010, the company provides real estate-related content, search services, marketing and listing coverage of 106 cities across China. It has a presence in 11 major cities, including Beijing and Shanghai, which are its level 1 cities, and Shenzhen, Guangzhou, Chongqing, Tianjin, Hangzhou, Wuhan, Chengdu, Suzhou, and Nanjing.

Competition

The company's competitors include Internet portals in China that provide real estate or home furnishing and improvement Internet services, such as Sina.com and Sohu.com.

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History

The company was founded in 1999. It was formerly known as SouFun.com Limited and changed its name to SouFun Holdings Limited in 2004.

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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