

Southern Community Newspapers Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Southern Community Newspapers 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 Southern Community Newspapers 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 Southern Community Newspapers 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 Southern Community Newspapers 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 Southern Community Newspapers Inc. business.

About Southern Community Newspapers Inc.

Southern Community Newspapers Inc. engages in newspaper publishing business in the United States. As of June 30, 2008, the company owned and operated 6 daily newspapers and 1 weekly newspaper with a total daily circulation of approximately 95,200 and a total Sunday circulation of approximately 131,850. The company's newspapers are characterized by their focus on the coverage of local news and local sports.

The company's newspapers focus on local content, including coverage of local youth, high school and college sports, as well as local business, politics, entertainment and cultural news. Its advertiser base is local, including the local stores and outlets of major regional and national retailers.

Operations

The company owns and operates The Albany Herald, Gwinnett Daily Post, Rockdale Citizen/Newton Citizen and Jonesboro Group.

The Albany Herald: The Albany Herald newspaper is located in Albany, Georgia and is published seven days a week to serve southwest Georgia. As of June 30, 2008, the Albany Herald has a daily circulation of approximately 19,300 and a Sunday circulation of approximately 21,400. The Albany Herald is a daily newspaper in Albany, Georgia. The Albany Herald also produces a weekly advertising shopper and other niche publications. The Albany Area Advertiser is a shopper distributed weekly to all households in Dougherty and Lee counties. The Express is an advertising section distributed in selected zip codes, and The Emblem is a newspaper serving Marine Corps Logistics Base — Albany.

Gwinnett Daily Post, Rockdale Citizen and Newton Citizen: The Gwinnett Daily Post, Rockdale Citizen and Newton Citizen are newspapers that serve communities in the metro Atlanta, Georgia area with local news, sports and lifestyles coverage together with national stories that directly impact their local communities. As of June 30, 2008, the Gwinnett Daily Post is published Tuesday through Sunday and has a daily circulation of approximately 58,600 and a Sunday circulation of approximately 102,300.

The Rockdale Citizen: The Rockdale Citizen is published seven days a week with weekday circulation of approximately 5,000 and Saturday and Sunday circulation of approximately 7,800 as of June 30, 2008. Advertising is sold into the weekday products of both Citizens on a combined basis reaching approximately 8,900 households.

Jonesboro Group: The Jonesboro Group consists of three newspapers in adjacent counties in the suburban Atlanta, Georgia area. The Clayton News Daily serves Clayton County with a daily circulation as of June 30, 2008 of approximately 2,100 published Monday through Saturday. The Henry Daily Herald serves Henry County with a daily circulation as of June 30, 2008 of approximately 2,400 published Monday through Saturday. The Jackson Progress-Argus serves Butts County and published every Wednesday with a circulation of approximately 3,900 as of June 30, 2008.

Advertising: The company provides advertising for retail (local department stores, local accounts at national department stores, specialty shops and other retailers), national (national advertising accounts), classified (employment, automotive, real estate and personals) and other advertising.

Job Printing: The company operates three printing facilities. It provides commercial printing services to third parties, primarily for commercial materials, including other newsprint publications.

Online Operations: The company's Web sites also provide an online marketplace for its advertisers, including The Albany Herald (www.albanyherald.com); Gwinnett Daily Post (www.gwinnettdaily.com); Rockdale Citizen (www.rockdalecitizen.com); Newton Citizen (www.newtoncitizen.com); Clayton News Daily (www.new-daily.com); Henry Daily Herald (www.henryherald.com); and Jackson Progress-Argus (www.jacksonprogress-argus.com).

Editorial: The company's newspapers generally contain 16 to 100 pages with editorial content that focuses on local news and topics of interest to the communities that they serve, such as local business, politics, entertainment and culture, as well as local youth, high school, college and professional sports.

Newsprint: The company is operating under a contract with Abitibi Consolidated to purchase newsprint.

Competition

In Albany, the company's competitors include statewide and national newspapers, The Atlanta Journal-Constitution; and USA Today.

Discontinued Operations

In 2007, the company sold its GrayLink Wireless segment; Host Collegiate Marketing segment; and Host Association Management Services segment.

History

The company was founded in 2005. It was formerly known as Triple Crown Media Inc. and changed its name to Southern Community Newspapers Inc. in March 2010.

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 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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