

Speedway Motorsports Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Speedway Motorsports 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 Speedway Motorsports Inc. and its competitors. This provides our Clients with a clear understanding of Speedway Motorsports Inc. position in the [Restaurants and Leisure Industry](#).

The report contains detailed information about Speedway Motorsports 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 Speedway Motorsports 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 Speedway Motorsports 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 Speedway Motorsports 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 Speedway Motorsports Inc. business.

About Speedway Motorsports Inc.

Speedway Motorsports, Inc., through its subsidiaries, operates as a promoter, marketer, and sponsor of motor sports activities in the United States. The company principally owns and operates Atlanta Motor Speedway (AMS), Bristol Motor Speedway (BMS), Charlotte Motor Speedway (CMS), Infineon Raceway (IR), Kentucky Speedway (Kentucky), Las Vegas Motor Speedway (LVMS), New Hampshire Motor Speedway (NHMS), and Texas Motor Speedway (TMS).

The company also provides souvenir merchandising services, and food, beverage and hospitality catering services through its SMI Properties subsidiaries; provides radio programming, production and distribution through its Performance Racing Network (PRN) subsidiary; develops electronic media promotional programming and distributes wholesale and retail racing and other sports-related souvenir merchandise and apparel through The Source International (TSI) subsidiary; and manufactures and distributes smaller-scale, modified racing cars and parts through its US Legend Cars International subsidiary.

The company's equally-owned joint venture with International Speedway Corporation (ISC), Motorsports Authentics (MA), produces, markets and sells motorsports licensed

merchandise.

Operations

The company's operations consist principally of motorsports racing and related events, as well as ancillary businesses.

NASCAR Broadcasting: The company has annual contracts with NASCAR for domestic television station and network broadcast coverage of all of the company's NASCAR-sanctioned events.

Sponsorship Contracts: The company has sponsorship contracts with manufacturing and consumer products companies and brands.

Other Event Related Activities: The company derives event related revenue from commissioned food, beverage and souvenir sales during racing and non-racing events and from fees paid for speedway catered hospitality receptions and private parties. The company also derives revenue from luxury suite and track rentals, from parking and other event and speedway related activities. As of December 31, 2009, the company's speedways had a total of approximately 846 luxury suites available for leasing to corporate sponsors or others. The company's speedways and related facilities are leased to others for use in driving schools, testing, research and development of race cars and racing products, settings for commercials and motion pictures, and other outdoor events.

The company broadcast most of its NASCAR Sprint Cup and Nationwide Series races over Performance Racing Network, which also sponsors four weekly racing-oriented programs throughout the NASCAR season. The company negotiated contracts with NASCAR for ancillary broadcasts associated with NASCAR.com, NASCAR Radio, international and other media.

Motorsports Event Related Merchandise: The company sells owned motorsports related souvenir merchandise during racing and non-racing events and in its speedway gift shops. Souvenir merchandise is sold primarily in concession areas located on or near speedway concourses and other areas surrounding the company's speedway facilities to individual, group, corporate and other customers. Motorsports event related merchandise consists principally of SMI Properties and SMI Trackside who provide event souvenir merchandising for the company's speedways and third-party speedways. SMI Trackside is a wholly-owned subsidiary of SMI Properties.

Non-Event Motorsports Related Merchandise Activities: The company's activities include TSI, certain SMI Properties, and Legend Cars operations.

Non-Motorsports Merchandise Activities: The company's activities include Oil-Chem, which produces an environmentally-friendly micro-lubricant.

Other Activities: The company's activities include the Speedway Club at CMS and The Texas Motor Speedway Club (together the Speedway Clubs) dining and entertainment facilities located at the respective speedways, which serve individual, group, corporate and other clientele. It also leases IR's industrial park to individuals, corporate and other customers, including race teams and driving schools, from leasing of office towers located at its speedways to motorsports and non-motorsports associated corporate and other customers, and from the sanctioning of US Legend Cars circuit races.

Significant Events

On September 28, 2010, Speedway Motorsports Inc. announced a partnership with Panasonic Corporation to create largest high-definition video board. The video board would cover 16,000 square feet. It would be located between Turns 2 and 3 along the backstretch of the speedway.

Competition

The company competes regionally and nationally with other speedway owners, including ISC, to sponsor events, especially Sprint Cup and Nationwide Series events, and to a lesser extent, other NASCAR, IRL, NHRA, and WOO sanctioned events.

History

Speedway Motorsports, Inc. was founded in 1959.

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.
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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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