

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

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## Abstracts

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

The report contains detailed information about Sunnylife Global 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 Sunnylife Global 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 Sunnylife Global 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 Sunnlylife Global 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 Sunnlylife Global Inc. business.

### **About Sunnlylife Global Inc.**

Sunnlylife Global, Inc. engages in the provision of hospital healthcare management, assisted living facilities management, as well as in the research, development, and sale of healthcare products in China.

The company operates seven hospitals in the People's Republic of China. It also offers approximately 25 supplemental vitamin and herbal-based products. In addition, the company, through joint ventures, provides approximately 2,000 products, including food seasonings, beverages, and personal care products.

#### Products

#### LONG LIFE DIETARY SUPPLEMENTS

##### Free Circulation

Free Circulation Softgel is beneficial to people with heart disease, hypertension, diabetes mellitus and serum lipoprotein. Free Circulation Softgel has the unsaturated fatty acid the human body needs. This mixture of fatty acids can help to reduce serum lipoprotein which includes glycerol trifoliate, cholesterol and low density lipoprotein.

Free Circulation Softgel also helps to: Reduce the coagulation platelet, Decrease the content of fibrinogen, Cut the adhesiveness of red blood cells, Maintain blood vessel wall elasticity, Maintain blood pressure, Stimulate insulin secretion, Raise the sensitivity of insulin for pancreas B cell to reach the level of blood sugar for the diabetic mellitus, Protect nerve organization at the anti-oxidized state, Regulate menstrual cycle, and Relieve side effects of menopause.

### Health Restore

Health Restore capsules is rich with lysozyme and soluble alpha-lactalbumin. Lysozyme is a protein, which can participate in many kinds of immune responses of the body. It can aid the body's immune system which affects virus protein synthesizing. Lysozyme can be used for preventing and treating malignant tumors and it has also been found, in experiments, that lysozyme can inhibit and destroy HIV viruses.

Health Restore can: Strengthen the immune system, Kill bacteria in the body and decrease inflammation, Repair body cells, Suppress growth of cancer cells, and Help to overcome the common cold and influenza.

### MenoPeace

MenoPeace herbal capsules, using natural botanical's relieves the stress and physical problems that arise with the onset of menopause. MenoPeace shows effective in eliminating general malaise, insomnia, irregular menstrual cycles, menstrual cramps and dizziness.

### Power Fuel

Power Fuel herbal capsule is specifically targeted at curing the imbalance of the body's immune system. Power Fuel herbal capsules fights lethargy, strengthens cerebral activity, improves memory, boosts liver function and alleviates anxiety common in Chronic Fatigue Syndrome. It relieves from various symptoms, such as Fatigue, Dizziness, headache and insomnia, Shortness of breath, Nervousness and anxiety, Moderate fatty liver, and High blood pressure and high lipoprotein.

### Max Osteo Support

Max Osteo Support Tablet increases the viscosity of synovial in joint cavities, maintains

the function of the joint ligament, releases pain efficiently, helps to prevent bone calcium deposits and is useful in slowing the progress of osteoporosis and controlling pains that are related with aging.

## LOVE & HEALTH DIETARY SUPPLEMENTS

### Lady's Comfort

Lady's Comfort contains four nutrients supplements for anti-aging. They can provide women immense stamina and reduce menopausal symptoms such as hot flashes, vaginal dryness, and memory problems.

### Chromium Plus

Chromium Plus contains chromium, bitter melon fruit extract and many other ingredients that help to support and maintain glucose levels. Chromium is an essential mineral for human body.

### Anti-Ox

Anti-Ox is a mixture of antioxidant molecules derived from seven natural plant extracts and enzymes that absorb directly into the blood stream.

### My Beauty

My Beauty contains a mixture of antioxidant (OPC), vitamin E and fish protein. Fish Protein can maintain skin elasticity and firmness. It is essential to hydrate the skin and minimize the appearance of fine lines and wrinkles. Vitamin E and antioxidant protects from the cell-damaging effects of free radicals, improves physical conditioning, skin, blood, and eyes while combating degenerative diseases.

### Allergy Care

Allergy Care is an advanced herbal complex that can provide a natural defense against the discomforts associated with allergic reactions. This herbal combination is designed to eliminate excessive response to allergies, control production of histamine, reduce inflammation, control sneezing, itchy eyes, runny nose, lessen asthmatic attacks and defend against allergic attacks.

## Significant Events

The company has entered a Joint Venture Agreement with Shandong Luyin Pharmaceutical Co. in July, 2006. The company would own 58% of the total investment assets.

## History

Sunnylife Global, Inc. was co-founded by Richard Lo and Bridget Cheng M.D. in 1999. It was formerly know as Norsa, Inc. and changed its name to Sunnylife Global, Inc. in 2003.

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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