

VisionChina Media Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

VisionChina Media 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 VisionChina Media Inc. and its competitors. This provides our Clients with a clear understanding of VisionChina Media Inc. position in the [Media](#) Industry.

The report contains detailed information about VisionChina Media 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 VisionChina Media 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 VisionChina Media 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 VisionChina Media 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 VisionChina Media Inc. business.

About VisionChina Media Inc.

VisionChina Media Inc., through its subsidiaries, provides advertising services in the People's Republic of China. The company operates out-of-home advertising network using real-time mobile digital television broadcasts to deliver content and advertising on mass transportation systems in China.

Advertising Network

The company's advertising network consists of digital television displays located on buses and in subway trains that receive mobile digital television broadcasts of real-time content and advertising. It also operates various closed-circuit advertising digital displays in certain subway platforms and subway trains in Guangzhou and subway platforms in Shenzhen. In addition, as a result of its acquisition of Digital Media Group Company Limited, the company operates closed-circuit digital television displays in subway platforms and subway trains in Beijing (Lines 1, 2 and 4), Chongqing, and Tianjin and airport trains in Hong Kong.

The company's mobile digital television advertising network and supplemental subway advertising platform includes digital displays installed in the mass transportation systems in 19 cities around China as of December 31, 2009. The digital television

displays in its mobile digital television advertising network receive real-time programs broadcast by the local television stations on the mobile digital television frequencies. The digital television screens in its supplemental subway advertising platform receive programming transmitted through closed circuit digital networks. As of December 31, 2009, its mobile digital television advertising network and supplemental subway advertising platform consisted of approximately 89,299 digital displays.

Exclusive Agency Cities

As of December 31, 2009, the company operated its mobile digital television advertising network under the exclusive agency model in 16 cities: Beijing, Changchun, Chengdu, Dalian, Guangzhou, Hangzhou, Nanjing, Ningbo, Shenyang, Shenzhen, Suzhou, Taiyuan, Tianjin, Wuhan, Wuxi, and Xiamen. The company has entered into agency agreements with Beijing Beiguang Media Mobile Television Co., Ltd.; Shenzhen Mobile Television Co., Ltd.; and Guangzhou Zhujiang Mobile Multimedia Information Co., Ltd.

Direct Investment Cities

As of December 31, 2009, the company operated its mobile digital television advertising network under the direct investment model in 11 cities: Changchun, Changzhou, Chengdu, Dalian, Harbin, Ningbo, Shenzhen, Suzhou, Wuhan, Wuxi, and Zhengzhou. In addition to the primary installations of digital television displays on buses, the company also has displays installed in buildings that receive digital television broadcasts from its mobile digital television advertising network in Harbin, Wuhan, and Wuxi.

The company has entered into an agency agreements with its direct investment entity in Changchun, Chengdu, Dalian, Ningbo, Shenzhen, and Wuhan to control the advertising time on the mobile digital television network operated by such entity in that city.

Outreach Agency Cities

The company extends its geographic reach outside of its network by purchasing advertising time on mobile digital television networks either directly or through an agent in cities outside of its network at the request of its advertising clients.

Advertising Clients

As of December 31, 2009, 1,130 advertisers had purchased advertising time on its

mobile digital television advertising network or its supplemental subway advertising platform either directly or through an advertising agent. The company's three major brand name advertisers include Unilever, Yum! Brands, and Luciano Soprani. As of December 31, 2009, the company had placed advertisements in 29 cities across China.

Suppliers

The company's major supplier of LCD screens is Xiamen Overseas Chinese Electronic Co., Ltd.

Competition

The company's competitors include Focus Media Holding Limited; AirMedia Group Inc.; Towona Mobile Digital Co., Ltd.; and Bus Online Media Co., Ltd.

History

VisionChina Media Inc. was founded in 2005.

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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