

YTB International, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about YTB International, 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 YTB International, 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 YTB International, 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 YTB International, 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 YTB International, Inc. business.

About YTB International, Inc.

YTB International, Inc. is a marketer and provider of Internet-based business opportunities offering travel-related services, as well as shopping opportunities through affiliate stores and featured stores. The company operates under various trade names, including ZamZuu, YourTravelBiz, YTB Travel and Cruises, YTB Travel Network, and Sunrise Travel Services, as well as Internet Websites comprising ZamZuu.com, ZamZuu.biz, YTB.com, YourTravelBiz.com, and YTBnet.com

The company offers an interactive, real-time travel booking engine with access to travel inventories with travel industry suppliers to its licensees and to small office and home office entrepreneurs and independent travel agencies.

Segments

The company operates in the following two segments: Marketing of Internet Business Centers (IBCs), including the development of a sales network (Marketing); and Sale of travel and various high incentive products along with a network of affiliated stores through IBCs (Travel). These segments operate primarily in the United States, as well as in Canada, Bermuda, and the Bahamas.

Subsidiaries

The company's three wholly-owned subsidiaries operate as follows:

YTB Travel Network, Inc. (and its subsidiaries): YTB Travel Network, Inc. (together with its domestic and international subsidiaries collectively 'YTB Travel') provides customer access to the travel vendor, supports online booking transactions, supplies personal fulfillment services, collects travel commissions from vendors, and pays travel sales commissions. YTB Travel is the travel management subsidiary that processes travel sales from online vendors, processes and handles bookings (reservations) from IBCs, negotiates deals with preferred vendors, and receives incentives based on the volume of business produced through IBCs. The fulfillment services are offered through interactive, real time booking engines and include access to preferred deals with travel industry suppliers.

ZamZuu: The company, in January 2010, launched ZamZuu, an e-commerce business solution opportunity. ZamZuu operates in the world of e-commerce and captures online travel sales. ZamZuu is specifically designed for the individual who is interested in all facets of online retail.

YTB Franchise Services, Inc.: YTB Franchise Services, Inc. was formed to serve as the corporate entity to offer a new franchise offering designed to increase the training and qualifications of those IBC owners who want to focus exclusively on travel.

Significant Events

Discontinued Operations: In 2009, the company sold its subsidiary, REZconnect Technologies, Inc.

Competition

The company's competitors include network marketing companies such as Alticor Inc. (Amway Corp.), Avon Products Inc., Herbalife Ltd., Mary Kay Inc., Melaleuca, Inc., Nature's Sunshine Products Inc., NuSkin Enterprises Inc. and USANA Health Sciences Inc.

The company competes with Web sites such as Travelocity.com, Priceline.com, Expedia.com, and Orbitz.com. It also competes with Travelocity, through its subsidiary

World Choice Travel. For non-travel related products and services, the company competes with the retail stores that consumers can go to directly online, such as Target and Wal-Mart.

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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