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Top 59 Media Agencies (Nordic)

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Abstracts

This report is an in-depth financial evaluation of the Nordic Media Agencies. Using the unique Plimsoll method of analysis, each of the largest 59 companies is individually assessed and ranked against each other and compared to industry averages.Using the most up-to-date financial information available, the two-page per company analysis provides detailed financial analysis for each organisation. The following are some of the key findings of this new report:

4 of the 59 companies analysed have been rated as Danger

2 companies are ripe for takeover

12 companies achieved greater than 10% increase in sales last year.

7 companies made a pre-tax loss.

9 companies saw sales fall last year.

Updated monthly, Plimsoll's results are shown in graphical, numeric and narrative forms, and all individual analysis are measured in both the company's own currency, and USD ($) for ease of use. These distinct analyses highlight an organisation's success just as easily as it can emphasise its vulnerability.

Along with individual company information, this report also contains an assessment of the market, based on the businesses analysed. This key information identifies:

Best trading partners (based on commercial and financial strength)

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Sales growth (highest sales, growth rate, size of market based on the companies analysed, average growth)

Profitability (Profit return on assets, pre-tax profit margins, industry average)

Fastest growing companies (performance matrix)

Companies can change at an alarming rate in a very short space of time. Therefore, it is vital that you keep up-to-date with any changes to your market, and how those changes can affect you. This report can provide you with an in-depth look at your industry, highlight new market opportunities and provide important information to help develop accurate strategic business plans. Whether you wish to benchmark your own company's results, study the industry in more depth or have a vast array of industry intelligence at your disposal, this report is the ideal resource.

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Contents

This extensive report is broken into two parts:

1. A complete financial assessment of the market, based on the companies analysed
2. An individual financial performance analysis of each company (2 pages per company)

Specific areas included in the market assessment include;

SECTION 1 - BEST TRADING PARTNERS (BASED ON COMMERCIAL AND FINANCIAL STRENGTH)

1.1a – Best Trading Partners definition and industry top 5 list
1.1b – Performance matrix (Financial Strength Vs Sales Growth)
1.1c – List of Best Trading Partners in the industry

SECTION 2 - SALES & MARKET PERFORMANCE

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5.0 – Individual Company Analysis

The individual company assessment gives a complete financial picture of each company listed, including a narrative summary of the analysis. One of our key indicators is the Plimsoll Chart which combines several performance figures to give an overall measurement of the financial strength of any company. The Plimsoll chart is complied through the analysis of several different areas, including;

Sales Growth, Trading Stability, Profitability, Working Capital, Gearing and Immediate Liquidity

As all measurements are standardised, in one report you can quickly compare like with like for every major company in your industry. The accounts of each company appear in its own currency and US$ to allow comparison.

Each individual company analysis includes:

A full four year financial assessment, Debtor days analysis, Latest sales/profitability rankings.

Employee Performance Analysis, Comparisons against industry average.

Overall company financial rating as read in the Plimsoll Chart, Industry ranking matrix.

Company analysis written summary.

Other information in the report includes:

Details of the Plimsoll Model

Definition of Terms

List of Shareholders

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Global Index by region

Ranking Analysis by sales/profits

Companies considered but not included

Index of companies

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