

# Top 1000 Advertising Agents (Global)

<https://marketpublishers.com/r/T0D9B428566EN.html>

Date: January 2015

Pages: 1105

Price: US\$ 1,500.00 (Single User License)

ID: T0D9B428566EN

## Abstracts

This report is an in-depth financial evaluation of the Global Advertising Agents. Using the unique Plimsoll method of analysis, each of the top 1000 companies included 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:

125 of the 1000 companies analysed have been rated as Danger

140 companies are ripe for takeover

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

115 companies made a pre-tax loss.

348 companies saw sales fall last year.

Our analysis gives you this unrivalled market and company intelligence using a simple graphical, numeric and model. Each company is individually analysed in both the company's own currency, and USD (\$) for ease of use. These individual analyses highlight a company's strengths and weaknesses instantly.

Along with individual company information, this report also contains a comprehensive study of the market, based on the companies analysed. This key information includes:

Best trading partners (based on commercial and financial strength)

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 – be sure to check out the performance of the 125 companies we rate as Danger to see how these companies have declined over 4 years. The Plimsoll Global Analysis will give you an in-depth assessment of the Global Advertising Agents industry instantly. 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.

## 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**

- 2.1 – Sales Growth
  - 2.1a – 4 year trend analysis
  - 2.1b – Industry Average Sales Growth
  - 2.1c – Sales Growth Ranking Table
  - 2.1d – Top 50 Companies ranked by Market Share
- 2.2 – Sales Return on Assets
  - 2.2a – 4 year trend analysis
  - 2.2b – Sales return on total assets
  - 2.2c – Sales return on assets ranking table
  - 2.2d – Top 50 companies' sales return on assets

### **SECTION 3 – PROFITABILITY**

- 3.1 – Pre-tax profit margin
  - 3.1a – Pre-tax profit margin 4 year trend analysis
  - 3.1b – Industry Average pre-tax profit margin
  - 3.1c – Pre-tax profit margin ranking table
  - 3.1d – Top 50 companies actual pre-tax profit
- 3.2 - Pre-tax profit return on total assets
  - 3.2a - Pre-tax profit return on total assets 4 year trend analysis
  - 3.2b – Industry average pre-tax profit return on total assets

- 3.2c – Pre-tax profit return on total assets ranking table
- 3.3 - Profitability
  - 3.3a – Profitability industry average

## **4. 0 – HOW TO USE**

## **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 compiled 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

Global Index by region

Ranking Analysis by sales/profits

Companies considered but not included

Index of companies

## I would like to order

Product name: Top 1000 Advertising Agents (Global)

Product link: <https://marketpublishers.com/r/T0D9B428566EN.html>

Price: US\$ 1,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T0D9B428566EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970