Brochure
More information from http://www.researchandmarkets.com/reports/200335/

BRITESMILE INC: International Competitive Benchmarks and Financial Gap Analysis

Description:
Though we heavily rely on historical performance, the figures reported in this report are not historical but are forecasts and projections for the coming fiscal year. The forecasts are updated quarterly. This particular report was updated in the last quarter. In order to maintain comparability over time and across companies and countries, we use an index system. In the case of a firm's assets, we treat the total assets as equaling 100, irrespective of the value of the local currency. All other assets are then calculated as a percent from total assets. In this way, the structure of the firm's assets can be easily interpreted and compared with international benchmarks. For liabilities, total liabilities and equity are indexed to equal to 100. For the income statement, total revenue is indexed to equal 100, and all other figures are calculated as a percent of these figures. Ratios are projected using raw financial statistics and, as ratios, are therefore comparable. The source(s) for the various raw statistics include public filings, corporate releases, and various other data sources.

Given a company's financial structure, the resulting figures are benchmarked across leading competitors. In choosing the leading competitors, Icon Group chooses only those firms with sound financial situations or those not undergoing radical restructuring, or where random volatility, mergers, or bankruptcy affects financial performance.

Since the calculation of competitors benchmarks proceeds in a similar fashion, but are aggregated across all competitors, one can directly conduct a financial gap analysis. Here, Icon Group graphically reports, for each part of the financial statement, the larger gaps that the firm has vis-à-vis the leading competitors. A gap need not be a bad sign. Rather, it is simply a substantial difference that might merit further attention or signal a firm's relative strength or weakness for the coming fiscal year. Again, all figures are projections, so due caution is required.

Contents:
1 INTRODUCTION & METHODOLOGY
1.1 What does this report cover?

2 ASSET STRUCTURE: 2000
2.1 Asset Structure: Benchmarks
2.2 Large Gaps to Competitors: Assets

3 LIABILITY STRUCTURE: 2000
3.1 Liability Structure: Benchmarks
3.2 Large Gaps to Competitors: Liabilities

4 INCOME STRUCTURE: 2000
4.1 Income Structure: Benchmarks
4.2 Large Gaps to Competitors: Income

5 RATIO STRUCTURE: 2000
5.1 Ratio Structure: Benchmarks
5.2 Large Gaps to Competitors: Ratios

Ordering:
Order Online - http://www.researchandmarkets.com/reports/200335/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: BRITESMILE INC: International Competitive Benchmarks and Financial Gap Analysis
Web Address: http://www.researchandmarkets.com/reports/200335/
Office Code: SCDK1FBE

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic</td>
<td>USD 210</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: 
Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp