



Sermo, Inc.

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Strengths

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Thanks

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Assets

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Strengths

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Analytical Conclusion

- Overall Performance 2015
 - Substantial Losses
 - Not Cash Inflow
 - Cemetery Gross Profit Inquiries
- Reported Strategy 2016-2017
 - Pursue Strategic Acquisitions
 - Build New Funeral Homes
 - Develop Sales Organization
 - Capture High Frontiers
 - Optimize Network
 - Capitalize on New Technologies

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Glossary

- Atneed
- Cancellation
- Cemetery Property
- Cremation
- Funeral Merchandise and Services
- Funeral Services Performed
- Interment
- Maturity
- Merchandise and Service Trust
- Preneed
- Preneed Backlog
- Sales Average
- Trust Fund Income

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About SCI

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- North America's largest leading provider of death-care products and services.
- Operate 1535 funeral service locations, 469 cemeteries, and 262 combination locations (has both)
- Across 45 states, 8 Canadian provinces, D.C., and Puerto Rico
- Incorporated in Texas July of 1962
- In 1993 expanded beyond North America
- By the end of 1999 more than 4500 locations in 20 different countries
- Between 2006-2013 acquired 6 more corporations within the death care industry

Virginia Locations

- In Virginia SCI has 39 funeral homes and 23 crematoriums coming to a total of 62 locations
- To name a few locations; Memorial Guardian Plans, Inc., Sentinel Security Plans, Inc., and Stewart Enterprises, Inc.

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Company Analysis

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- Products and services include
 - Dignity Memorial®, Dignity Planning™, National Cremation Society®, Advantage®, Funeraria Del Angel™, Making Everlasting Memories®, and Neptune Society™/Trident Society™
- Major Competitors
 - Carriage Services, Inc (ranked 2nd)
 - Arbor Memorial Services, Inc (ranked 3rd)
 - Stonemor Partners L.P. (ranked 4th)
- Growth opportunities
 - Increase health consciousness
 - Future globalization
 - Acquiring more acquisitions

Strengths

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- Core Competencies- approaches and processes that a company performs well that may give it an advantage over its competitors
 - **Assets**
 - Associates
 - Headquarters
 - Preneed
 - Real Estate
 - Acreage
 - Net Cash Flow
- Outstanding Performances
 - Market Share
 - Common Stock
 - Cemetery Gross Profit
- Advantages Over Competitors
 - Global Experience
 - Manufacturing Base
- Competitive Advantages
 - Company Size
 - Unparalleled Network
 - Diversified Brand Portfolio

Weaknesses

- Under Performing Assets/ Poor Performances
- Funeral Gross Profit
- Competitor Advantages
- Non Corporate Image
- Quick Growth in Short Periods
 - Competitive Disadvantages
 - Corporate Image
 - Co-Branded

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Opportunities

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- External Changes
 - Social Change
 - Technology
- Current Trends
 - Cremation and Personalization
 - Aging
- Positive Affect
 - Cremation and Personalization
 - Death Rate and Population
- Needed Additions to Market
 - Personalization and education
- Innovations
 - New Products and Services
 - Technology