

China Electric Motor, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

China Electric Motor, 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 China Electric Motor, Inc. and its competitors. This provides our Clients with a clear understanding of China Electric Motor, Inc. position in the [Electrical Equipment](#) Industry.

The report contains detailed information about China Electric Motor, 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 China Electric Motor, 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 China Electric Motor, 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 China Electric Motor, 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 China Electric Motor, Inc. business.

About China Electric Motor, Inc.

China Electric Motor, Inc., through Shenzhen YuePengCheng Motor Co., Ltd., engages in the design, manufacture, sale, and marketing of micro-motors and micro-motor components with a range of applications in automobiles, power tools, home appliances, and consumer electronics in Chinese and international market.

Products

Motors

The company produces both direct current (DC) motors and alternating current (AC) motors, each of which has different functions and uses. Its motors are designed as both stock and custom products.

DC Motors: DC motors are categorized into various types of motors, including brushless motors, brushed motors, servo motors, and gear motors. DC motors require a direct current or voltage source to work. DC motors provide a stable and continuous current and work in applications where controlling speed and torque are important. Brushed DC motors use rings (or brushes) that conduct the current and form the magnetic drive that powers the rotor. Brushless DC motors use a switch to produce the magnetic drive that

powers the rotor. Under development is its variable frequency brushless motor.

AC Motors: AC motors require an alternating current or voltage source, which can usually be obtained from places, such as wall outlets to work. AC motors can be categorized into various types of motors, including single and multiphase motors, universal motors, servo motors, induction motors, synchronous motors, and gear motors. AC motors generally work better than DC motors in situations that require a high starting power. The company's primary AC motor is its industry drive and control motor.

Drives

Drives are electronic controls used to adjust the speed and torque of an electric motor to match an end application. The company's precision slowdown servo drive is in the development stage. It can accomplish such tasks as non-deviation precise positioning, contour processing, exact angle and speed synchronization (with dynamic tracking) and other complex servo control tasks. It is an important servo component in electromechanical integration and artificial intelligence and has applications in various industrial automatic control equipments.

Mechanical Power Transmission Products

The company's self-branded micro-motor products are marketed under its 'Sunna' brand-name. Sunna brand power transmission products include mounted bearings, enclosed shaft mount, helical and worm gearing, and other power transmission components, such as bearings, sheaves and conveyor pulleys. The company's mechanical power transmission products are used in various applications and industries, including mining, petroleum, aggregate, unit handling, power generation, and package handling.

The company produces products in 28 different series that include approximately 1,200 different product specifications. Its motors are designed for incorporation into various applications, including home appliances, including hairdryers, air conditioners, paper shredders, soy milk makers, juice makers, electric fans, heaters, and massagers; automobiles, including automobile air conditioners, windshield wipers, automatic window mechanisms, and ignitions; digital controls, including devices used to start mechanical equipment, and other motors; and tools, including lawn mowers, trimmers, branch cutters, channeling machines, and other garden tools.

Customers

The company mainly sells its products directly to original equipment manufacturers (OEMs). It sells its vehicle micro-motors directly to automobile and motorcycle manufacturers. It also sells its micro-motor products to distributors and resellers and through its Web site.

Competition

The company's primary competitors include Wolong Holding Group Co., Ltd., a manufacturer of micro and specialty motors; Shanghai Motor Co., Ltd., a manufacturer of turbo generators and large-scale TAC DC motors; Shangdong Electric Group, a maker of general motors; Nanyang Explosion-proof Electrical Group and Jiamusi Electric Corp., both manufacturers of explosion-proof and high-voltage motors; Xinagtan Electric Group Co., a producer of traction motors and high-voltage motors; Zhangqiu Haier Appliances Motor Co., Ltd., a maker of appliance motors; and Xima Motor Group, Co., Ltd. and Jiangsu Dazhong Electric Corp., manufacturers of high-voltage motors and DC motors.

History

China Electric Motor, Inc. was incorporated in 1999.

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.
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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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