

# Ener1, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Ener1, 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 Ener1, Inc. and its competitors. This provides our Clients with a clear understanding of Ener1, Inc. position in the [Electrical Equipment](#) Industry.

The report contains detailed information about Ener1, 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 Ener1, 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 Ener1, 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 Ener1, 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 Ener1, Inc. business.

## **About Ener1, Inc.**

Ener1, Inc., together with its subsidiaries, engages in developing and manufacturing rechargeable lithium-ion batteries and battery systems in the United States and South Korea.

### Segments

The company operates through three segments: Battery, Fuel Cell, and Nanotechnology. The battery business develops and markets lithium-ion batteries. The fuel cell business develops and markets fuel cells and fuel cell systems. The nanotechnology business develops nanotechnology related manufacturing processes and materials.

### Battery Business

The company develops and manufactures lithium-ion battery systems for EVs, HEVs, and PHEVs. It serves the transportation and stationary power market segments in North America, Europe, and Asia and the military markets in the United States. The company manufactures and assembles batteries in its United States-based and Korea-based plants.

## Principal Products

**Transportation Products:** The company's primary transportation products consist of lithium-ion batteries and battery packs for HEVs, PHEVs, EVs and other vehicles, such as trucks and buses. Automotive battery packs consist of multiple battery cells that are combined in a module. EnerDel is a solutions provider that develops and manufactures from cells to the completed battery pack.

**PHEV and EV Batteries:** The company developed a high energy density battery using a hard carbon anode and a mixed oxide cathode to produce a 24.5 kWh (kilowatt hour) battery pack for the Think City electric vehicle and the Volvo C30 electric vehicle.

**HEV Batteries:** The company developed a battery pack system for HEVs.

**Battery Packs:** The company provides a total systems solution with a plug-and-play battery pack system. It designs its own software for battery management.

## EnerFuel Business

The company's EnerFuel subsidiary is working on developing a hydrogen fuel cell range extender for PHEVs and has created a high temperature fuel cell stack which was incorporated into an EV based on the Scion xB platform. Other planned products are in early stages of development.

## NanoEner Business

The company's NanoEner subsidiary has built prototype equipment that utilizes a proprietary vapor deposition and solidification (VDS) process for depositing materials onto battery electrodes as part of the battery cell manufacturing process. NanoEner is developing electrodes produced using this process for testing and is still in the research and development phases.

## Customers

Potential end markets for large format batteries include transportation, stationary power (energy storage for utilities and renewable energy, such as wind and solar power, in addition to battery backup systems for the home) and military applications. The company's small cell markets include battery packs for consumer and industrial electronics, including hand-held scanners and two-way radios. In the transportation

markets, the company is developing systems to power the hybrid, plug-in hybrid, and electric vehicles (HEVs, PHEVs and EVs).

## Competition

The company's competitors include NEC, Johnson Controls, A123 Systems, Hitachi, Compact Power, EnerDel, Toyota/Panasonic, Bosch-Samsung, Daimler-Evonik-Litec, Continental-ENAX, GS Yuasa-Mitsubishi, and Nissan/NEC. The company's potential competitors include smaller development companies, such as Valence and Electro Energy (EEI) in the United States and ElectroVaya in Canada. Additional potential competitors in lithium-ion commercial and military markets based in the United States are Saft, Eagle Picher, UltraLife, and Yardney.

## History

Ener1, Inc. was founded in 1985.

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.

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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?

## I would like to order

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