

Energy Focus, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Energy Focus, 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 Energy Focus, 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 Energy Focus, 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 Energy Focus, 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 Energy Focus, Inc. business.

About Energy Focus, Inc.

Energy Focus Inc engages in the design, development, manufacture, and marketing of lighting products. The company provides solutions in the governmental and public sector market, general commercial market, and the pool market.

Subsidiaries

Stones River Companies LLC offers application design, engineering, project management, and lighting and solar retrofits. Its target markets are energy services companies (ESCOs) selling into public sector existing buildings, such as schools, universities, hospitals, and public office buildings at the federal, state, and local level.

Energy Focus Government Contracts and Sales offers solid state lighting technologies and products to the United States Military. Its target markets are United States Navy, United States Army, and any other Federal Military unit.

Fiberstars Pool and Spa offers decorative lighting and related products to the United States pool market. Its target markets are United States pool new construction market and existing market upgrades.

Fiberstars Commercial offers decorative architectural lighting products, including LED and fiber optic technologies. Its target markets are new commercial building decorative lighting market in North America.

Energy Focus National Accounts offers energy-efficient lighting products and energy solutions. Its target markets are corporate accounts, distribution centers, warehouses, manufacturing, food and clothing retail, and cold storage.

Crescent Lighting Limited offers decorative and specialty lighting products, including LED and fiber optic technologies. Its target markets are new commercial building decorative lighting market in Europe, Asia, and the Middle East.

Products

In 2009, the company engaged in the design, development, manufacturing, marketing, and installation of energy-efficient lighting systems where the company served two principal markets: commercial/industrial lighting and pool lighting.

In 2009, the company produced, sourced, and/or marketed various lighting technologies. Its solutions include light-emitting diode (LED), ceramic metal halide (CMH), fiber optic (EFO), high-intensity discharge (HID), and other lighting technologies. Its technology falls into the following categories: Metal Halide and LED fiber optic lighting systems (EFO-Downlighting, E-Luminator), LED MR-16/Par halogen track replacement fixtures, LED cold storage globe lamps, LED lamps and fixtures (pool PAL lights), LED docklights, bay fixtures, fixtures, landscape fixtures, and LED parking garage lamps and fixtures. In addition, the company also produces components, such as underwater lenses, color-changing LED lighting fixtures, landscape lighting fixtures, and lighted water features, including waterfalls and laminar-flow water fountains.

Markets

The company markets its products for worldwide distribution primarily through independent sales representatives and distributors in North America, Europe, and the Far East. As of December 31, 2009, the company had approximately 91 sales and independent sales representatives throughout the United States and United Kingdom.

Competition

The company's competitors include Philips, General Electric, Mitsubishi, Bridgestone,

Toray, Pentair's American Products Division, Pool, and Spa division of Nexxus Lighting, Inc.

History

The company was founded in 1985. It was formerly known as Fiberstars, Inc. and changed its name to Energy Focus, Inc. in 2007.

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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