

# Flexible Solutions International Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Flexible Solutions International 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 Flexible Solutions International Inc. and its competitors. This provides our Clients with a clear understanding of Flexible Solutions International Inc. position in the [Chemical Industry](#).

The report contains detailed information about Flexible Solutions International 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 Flexible Solutions International 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 Flexible Solutions International 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 Flexible Solutions International 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 Flexible Solutions International Inc. business.

### **About Flexible Solutions International Inc.**

Flexible Solutions International, Inc., through its subsidiaries, engages in the development, manufacture, and marketing of specialty chemicals which slow down the evaporation of water.

The company's wholly owned subsidiaries include Flexible Solutions Ltd. and NanoChem Solutions Inc.

#### **Products**

##### **HEAT\$AVR/ECO\$AVR**

HEAT\$AVR is a chemical product for use in swimming pools and spas that forms a transparent layer on the water's surface. ECO\$AVR is a patented, disposable dispenser designed for the residential pool and spa market. ECO\$AVR is made of molded plastic in the form of a ten-inch long colorful fish that is filled with enough HEAT\$AVR to cover the surface of a 400 square feet swimming pool for approximately one month. The HEAT\$AVR solution inside the ECO\$AVR escapes into the water and rises to the

surface to form a transparent layer on the water's surface. Once the ECO\$AVR is empty the dispenser is removed and replaced.

The company markets its HEAT\$AVR and ECO\$AVR products to homeowners with swimming pools and spas, as well as operators of swimming pools and spas in hotels, motels, schools, and municipal, and private recreational facilities. It also makes and sells products which automatically dispense HEAT\$AVR into commercial size swimming pools or spas.

The company has 18 non-exclusive distributorships in Canada and the United States for the sale of bulk HEAT\$AVR (without the ECO\$AVR dispenser) and distributorships in Australia, Chile, Korea, Argentina, Taiwan, Romania, and western Europe.

## WATER\$AVR

This product utilizes its HEAT\$AVR technology to reduce water evaporation in reservoirs, potable water storage tanks, livestock watering ponds, aqueducts, canals, and irrigation ditches. WATER@AVR may also be used for lawn, turf care, and potted and bedding plants. WATER\$AVR is sold in granulated form and can be applied by hand, by automated scheduled metering, or by an automatic dispenser.

## WATER\$AVR—BTI

WATER\$AVR—BTI combines evaporation control with a method of killing mosquito larvae during the first, second, and third stages of development. Combined with its original WATER\$AVR product, WATER\$AVR—BTI can be spread across large and small water surfaces where larvae must go to obtain air.

## TPAs (thermal polyaspartate biopolymers)

TPAs for Oilfields: TPAs are used to reduce scale and corrosion in various topside water systems. They are used in place of traditional phosphate and other products when biodegradability is required by environmental regulations.

TPAs for the Agricultural Industry: TPAs reduces fertilizer crystallization before, during, and after application and can also prevent crystal formation between fertilizer and minerals present in the soil. TPAs are designated for crop nutrient management programs. Depending on the application, TPA products are marketed under various brands, including Amisorb, LYNX, MAGNET, AmGro, and VOLT. Markets of

significance include potatoes, sugar beets, cotton, tomatoes, and almonds.

**TPAs for Irrigation:** The crystallization prevention ability of TPAs can also be useful in select irrigation conditions. The company's TPAs for drip irrigation scale prevention are at an early stage of commercialization and would be marketed and sold through the same channels as TPAs used by the agricultural industry.

**TPAs for Detergent:** In detergents, TPAs are a biodegradable substitute for poly-acrylic acid.

**TPAs for Personal Care Products:** TPAs can also be used in shampoo and cosmetic products for improved hydration that improves the feel of the core product to consumers. TPA's might also be used as an additive to toothpaste with the documented effect of reducing decay bacteria adhesion to tooth enamel and presumed reduction in total decay.

## Competition

**WATER\$AVR:** The company competes with Ultimate Products (Aust) Pty Ltd.

**TPAs:** The company competes with Lanxess AG (spun out of Bayer AG).

## History

Flexible Solutions International, Inc. was founded in 1991.

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?

## I would like to order

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