

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

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## Abstracts

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

The report contains detailed information about GelTech Solutions, 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 GelTech Solutions, 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 GelTech Solutions, 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 GelTech Solutions, 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 GelTech Solutions, Inc. business.

### **About GelTech Solutions, Inc.**

GelTech Solutions, Inc. engages in the development and marketing of polymer-based products in the United States and internationally.

#### Products

The company markets the three distinct products include Firelce – a fire suppression product; SkinArmor – an ointment used for protecting skin from direct flame and high temperatures; and Soil2O – a line of agricultural moisture retention products. The company also has two other products which it is not focusing on commercializing include IceWear – a garment line to assist in cooling body temperature and WeatherTech Innovations –a hurricane suppression project.

#### Firelce

The company offers Firelce, a non-toxic fire suppression product used to suppress fires involving structures, personal property, and forest wildfires. It is a dry powder, when added to water in very low concentrations, absorbs water to produce a gel whose consistency depends on the selected concentration. Firelce would play a major role in putting out and containing wildland fires, including forest fires, by being sprayed from

airplanes directly over such fires, including in areas too dangerous for ground-based firefighters to enter. Firelce can also be sprayed from tanker trucks on the edges of these fires.

**Sales and Marketing:** The company markets and sells Firelce through fire equipment distributors, online, and direct marketing, and attendance at fire industry national trade shows. It has begun seeking to distribute Firelce in China, South America, some select European countries, and Russia.

**Competition:** The company's major competitor includes Tyco Fire & Security; U.S. Foam Technologies; National Foam (part of the Kidde Fire Fighting organization); Thermo-Gel; and Barricade International, Inc.

### SkinArmor

SkinArmor is a product the company developed using the same material as Firelce with a compound added to permit the resulting product to be added to a person's skin and adhere to it and provide protection from burning due to fire. SkinArmor offers to the persons, who work in a high temperature environment, could have a potential need for protection. It is being tested and evaluated by the U.S. Military.

### Soil2O

Soil2O's main ingredient is a potassium based co-polymer. Soil2O degrades naturally in the soil. Sunlight and salinity exposure makes it break down faster. Versions of this product have been used in the agricultural industry. Soil2O can absorb hundreds of times its weight in water. Soil2O is available in different particle sizes — the finer the size of the particle, the greater its absorption capacity, and speed.

The company is marketing two distinct versions of Soil2O, a sprayable version and a granular one. The sprayable version is a fine particle blend that is for use on existing grass and can be applied using any type of spray rig or backpack sprayer. The granular product has been formulated to be tilled into the top four to six inches of the soil to assist in replacing and replanting of grass, including sodding and seeding, and is also recommended to be used during the planting of trees, shrubs, and annuals.

Soil2O products are designed for use as a soil conditioner for water and nutrient retention, interior, and exterior farming, including growers, turf farms and greenhouses, landscaping, forestry, horticulture, and golf course maintenance. Soil2O can also be

beneficial for lawns and sod by improving germination and promoting regular even growth of lawns. This is especially useful for turf farms, golf courses and grass in parks and gardens. It can be effective in agriculture, particularly in commercial farming. By absorbing fertilizer Soil2O reduces the amount that runs out of the soil and makes it available to the plants for a longer period of time. Soil2O can keep plants, trees, and cut flowers hydrated and thereby facilitate their transportation over long distances.

## IceWear

IceWear is designed to be used as a cooling vest under a firefighter's outer protective clothing commonly known as bunker gear, a hazmat suit or a type of protective jacket. IceWear lowers the body temperature and prevents heat strokes and heart attacks. The cooling bags do not require electricity, batteries or refrigeration and once activated the IceWear vest would drop in temperature. Additionally, each cooling bag could be used separately and applied to the forehead, neck, or sports related injury.

IceWear has multiple uses, including fire departments to protect their firefighters; laborers who work in hot conditions such as pavers and roofers; military personnel; in the medical field any time it is necessary to keep a patient cool; athletes; racers, including automobile, motorcycle and motorboat; and anyone else who spends time in significantly elevated temperatures.

## WeatherTech Innovations

Weather Tech Innovations, Inc. is the company's subsidiary, which manages its hurricane suppression project. WeatherTech Innovations uses an inorganic polymer that has physical and chemical properties that shows promise of having the ability of weakening a hurricane. The product is inert and non-toxic.

## History

GelTech Solutions, Inc. was founded in 2006.

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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## 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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