

# Green Earth Technologies, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/GFB17ED6A1EBEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: GFB17ED6A1EBEN

## Abstracts

Green Earth Technologies, 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 Green Earth Technologies, Inc. and its competitors. This provides our Clients with a clear understanding of Green Earth Technologies, Inc. position in the Industry.

The report contains detailed information about Green Earth Technologies, 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 Green Earth Technologies, 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 Green Earth Technologies, 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 Green Earth Technologies, 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 Green Earth Technologies, Inc. business.

### **About Green Earth Technologies, Inc.**

Green Earth Technologies, Inc. markets, sells, and distributes a range of branded, environmentally-friendly, bio-based performance and cleaning products to the automotive, outdoor power equipment, and marine markets.

The company's G-branded products are grouped under various categories, including G-OIL, G-FUEL, G-CLEAN, G-GLASS, and G-MARINE. These products are offered in a range of automotive, marine, and outdoor power equipment categories. It sells the majority of its products through master distribution agreements with wholesalers and contractual arrangements with independent sales professionals. The company's products are available at various national retail outlets and chain stores. It is pursuing relationships with other wholesalers and retailers to include additional major national consumer purchase locations in the household goods, automotive aftermarket, outdoor power equipment market, and marine market.

The company's initial product categories include performance products, principally lubricants that substitute for petroleum-based motor oils, cleaning products, such as car washes, glass cleaners, tire-care cleaning solutions and outdoor cleaning solutions. In addition, its new surface washing agent is being tested in the Gulf of Mexico.

## Performance Products

The company's performance products include motor oils, engine oils and other lubricants that are sold under the G-OIL brand, available in various formulations, including SAE 5W-30 motor oil for automobiles; 2-cycle engine oil for 2-cycle outdoor air-cooled engines typically found in 'hand-held' gasoline powered outdoor maintenance equipment like hedge trimmers and leaf blowers; 4-cycle SAE 30 and SAE 10W-30 engine oil for 4-cycle air-cooled engines, such as those found in lawn mowers; TC-3W 2-cycle marine engine oil for boat engines; and bar and chain oil for chain saws.

The company's G-OIL SAE 5W-30 motor oil is capable of operating at temperatures as low as minus 40 degrees Fahrenheit. In 2009, its G-OIL SAE 5W-30 motor oil was granted the service symbol Donut by the American Petroleum Institute (API) for use in all types of gasoline engines, including those found in automobiles and other motor vehicles.

## Cleaning Products

The company's cleaning products are sold under the G-CLEAN, G-GLASS, and G-MARINE brands.

G-CLEAN includes car washes, glass cleaners, tire care solutions and all-purpose detergents available in various formulations, including Car Wash is a heavy duty hydrophobic (water repelling) solution that is designed to cause water to bead up and roll off, leaving no spots; Wheel Cleaner and Brake Dust Shield is a two-step wheel cleaner and brake dust repellent solution; Ultimate Tire Shine is designed to remove dirt and road grime while shining tires and protecting their surface; Rain Repellent & Anti-Fog are hydrophobic glass treatments; All Purpose Cleaner is a multipurpose-multi surface cleaner is designed to lift away dirt and debris, as well as keeping surfaces cleaner longer by creating an invisible anti-static residue that reduces future dust and dirt buildup; concentrated dissolvable pouches that are used with power washers; Foam Blaster is a highly concentrated foam all purpose cleaner, which gets applied at high pressure and is designed to leave long lasting thick foam that sticks, extending the dwell time for cleaning; Grill & Surface Cleaner is designed to lift and remove baked on grease, dirt and food particles on outdoor grills and cooking surfaces; and Interior Protectant is a cleaning solution designed to shield and shine interior surfaces and protecting automobiles dashboard and other rubber surfaces against UVA and UVB sun rays.

G-GLASS is designed to be a no-streak organic formula that clings to glass and penetrates its surface, dissolving and removing dirt and forming an invisible anti-static residue that reduces dust and dirt build-up.

Cleaning products sold under the G-MARINE brand include boat washes, hull and bottom cleaners, bilge cleaners, and glass cleaners available in various formulations, including Boat Wash is a heavy duty highly concentrated cleaner that is designed to penetrate dirt and oils, breaking them into little particles that constantly repel each other; Hull & Bottom Cleaner uses plant base oils and contains nano-enhanced emulsifiers that break down organic soils and hydrocarbons on the hull while cleaning and removing stains and grime on the bottom of a boat; Bilge Cleaner & Deodorizer is a cleaner/degreaser that contains nano-enhanced emulsifiers that break down organic soils and hydrocarbon matter in the bilge, fish well or bait tank leaving behind a fresh scent; and Boat Glass Cleaner ammonia free organic formula keeps surfaces cleaner longer by creating an invisible anti-static coating that reduces dirt buildup while repelling water and resisting salt.

### Surface Washing Agents

The company's surface washing agents are sold under the G-MARINE brand. Its initial product in this category is OSC-1809 Surface Washing Agent Oil and Fuel Spill Clean-Up!, which is a blend of water-based and ultimate biodegradable ingredients specifically formulated to emulsify and encapsulate fuel and oil by penetrating and breaking down long chain hydrocarbons bonds rendering them water soluble.

### Customers

The company's customers include TTI and Ace Hardware Corp. Its targeted customers are primarily in the automotive aftermarket (including Fast Lube/Auto Oil Change Services), outdoor power equipment markets and marine markets. It is also pursuing customers in the industrial, municipality and military markets. The company sells to national and regional retailers.

### Suppliers

**Performance Products:** The company purchased most of its performance products from Bio Tec LLC.

**Cleaning Products:** The company purchases all its cleaning products in concentrated

form from Inventek Colloidal Cleaners, LLC, and ship them to either the Delta Group or another blender/bottles for blending and bottling and then to its distributors.

Marine Products: The company purchases its TC-3W 2-cycle marine engine oil from Infineum USA L.P.

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.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. GREEN EARTH TECHNOLOGIES, INC. COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

### **2. GREEN EARTH TECHNOLOGIES, INC. BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. GREEN EARTH TECHNOLOGIES, INC. SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. GREEN EARTH TECHNOLOGIES, INC. FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. GREEN EARTH TECHNOLOGIES, INC. COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Green Earth Technologies, Inc. Direct Competitors
- 5.2. Comparison of Green Earth Technologies, Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Green Earth Technologies, Inc. and Direct Competitors Stock Charts
- 5.4. Green Earth Technologies, Inc. Industry Analysis
  - 5.4.1. Industry Snapshot
  - 5.4.2. Green Earth Technologies, Inc. Industry Position Analysis

## **6. GREEN EARTH TECHNOLOGIES, INC. NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. GREEN EARTH TECHNOLOGIES, INC. EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. GREEN EARTH TECHNOLOGIES, INC. ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. UNITED STATES PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors

9.5. Environmental Factors

9.6. Legal Factors

## **10. GREEN EARTH TECHNOLOGIES, INC. IFE, EFE, IE MATRICES<sup>2</sup>**

10.1. Internal Factor Evaluation Matrix

10.2. External Factor Evaluation Matrix

10.3. Internal External Matrix

## **11. GREEN EARTH TECHNOLOGIES, INC. PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. GREEN EARTH TECHNOLOGIES, INC. VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

Green Earth Technologies, Inc. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit

Profit Margin Chart

Operating Margin Chart

Return on Equity (ROE) Chart

Return on Assets (ROA) Chart

Debt to Equity Chart

Current Ratio Chart

Green Earth Technologies, Inc. 1-year Stock Charts

Green Earth Technologies, Inc. 5-year Stock Charts

Green Earth Technologies, Inc. vs. Main Indexes 1-year Stock Chart

Green Earth Technologies, Inc. vs. Direct Competitors 1-year Stock Charts

Green Earth Technologies, Inc. Article Density Chart

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.  
The complete financial data is available for publicly traded companies.



## List Of Tables

### LIST OF TABLES

Green Earth Technologies, Inc. Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Green Earth Technologies, Inc. Key Executives  
Green Earth Technologies, Inc. Major Shareholders  
Green Earth Technologies, Inc. History  
Green Earth Technologies, Inc. Products  
Revenues by Segment  
Revenues by Region  
Green Earth Technologies, Inc. Offices and Representations  
Green Earth Technologies, Inc. SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
Green Earth Technologies, Inc. Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Green Earth Technologies, Inc. Capital Market Snapshot  
Green Earth Technologies, Inc. Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Industry Statistics

Green Earth Technologies, Inc. Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
Green Earth Technologies, Inc. Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## 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

Product name: Green Earth Technologies, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

Product link: <https://marketpublishers.com/r/GFB17ED6A1EBEN.html>

Price: US\$ 499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GFB17ED6A1EBEN.html>