

# Green Planet Group, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

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

The report contains detailed information about Green Planet Group, 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 Planet Group, 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 Planet Group, 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 Planet Group, 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 Planet Group, Inc. business.

### **About Green Planet Group, Inc.**

Green Planet Group, Inc., through its subsidiaries, operates as a specialty energy conservation chemical company that produces and supplies technologies to the global transportation, industrial, and consumer markets. The company's technologies include gasoline, oil and diesel additives for engines and other transportation-related fluids and industrial lubricants. It also operates an industrial staffing and employment business by providing employees to the light industrial, medical, and IT industries on a national basis.

### **Products**

XenTx Extreme Engine Treatment: The company, through its wholly-owned subsidiary, EMTA Corp., markets XenTx Extreme Engine Treatment, a synthetic metal conditioner that provides benefits to automobile engines in that it prevents the build up of engine metal particles in the walls of the engine. As an additive to standard engine oils, it attracts the loose particles of ferrous metals present in oils and directs those particles to broken molecular chains that exist on the surface of the friction environment, in this case the engine walls. The product continuously fills the pits, cracks, and slight imperfections present in various engine cylinders.

**Clean Boost:** The company, through its wholly owned subsidiary, White Sands, L.L.C., markets Clean Boost, a fuel oil additive that improves fuel and combustion by liberating of the fuel's chemical energy, in the flame zone of boilers, or during the power stroke of diesel engines. Clean Boost reduces fuel consumption across a range of fossil fuels, from coal and heavy residual fuel oils to intermediate fuel oil blends, refined diesel fuels. Clean Boost is used in industrial boilers and diesel engines of various sizes and is used in marine shipping, power generation, mining, construction, and ground transportation. It has also developed Clean Boost Low-Emissions (Clean Boost LE). The company's products are used in the automotive, oil and gas, shipping, and mining sectors.

**Synergyn:** The company, through its wholly-owned subsidiary, XenTx Lubricants, Inc., sells and distributes a 64 item product line known as Synergyn Racing, Synergyn Performance, and Synergyn Lubricants. The company sells its products to NASCAR, NHRA, and similar racing organization participants. It also manufactures private label products for various customers on a long-term contractual basis.

**Lumea, Inc.:** The company's subsidiary, Lumea, Inc., has four subsidiaries: Lumea Staffing, Inc., Lumea Staffing of California, Inc., Lumea Staffing of Illinois, Inc., and Lumea IT, Inc. The services available through Lumea Staffing include full service staffing with volume discounted rates; drug testing through its drug division, DOT certified, hair testing, DNA testing, complete chain custody compliance, certified results, multiple panel configurations available; human resources services; a range of risk management services that include site safety evaluations, early intervention programs, safety training, OSHA compliance, workers compensation premium review, case management, claims review, preferred provider networks, back to work programs, and accident investigation; a set of financial services products that improve recruiting and employee retentions; flu shots and CPR training for its Illinois clients; and IT management and technology services.

**Other Products:** The company's other products include XenTx spray lubricant, which is used as a general multi-purpose lubricant; and a transmission fluid, which is a variation of the XenTx Extreme Engine Treatment primarily used for automatic transmissions.

## Sales and Marketing

The company products sold in retail outlets in the United States and Canada. These outlets include various small independent retailers. It sells its products through retailers, auto parts suppliers, Internet sales at its Web sites: [www.xentx.com](http://www.xentx.com), [www.synergynracing.com](http://www.synergynracing.com) and direct sales through sales representatives to commercial

customers. Its staffing company provides services to approximately 140 commercial/industrial customers.

### Competition

The company competes with Z-Max, a division of Speedway Motorsports, Inc.; DuraLube; and Shell Oil.

### History

The company was incorporated in 2002. It was formerly known as EMTA Holdings, Inc. and changed its name to Green Planet Group, Inc. in 2009.

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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