

# Harbin Electric, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

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

The report contains detailed information about Harbin Electric, 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 Harbin Electric, 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 Harbin Electric, 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 Harbin Electric, 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 Harbin Electric, Inc. business.

### **About Harbin Electric, Inc.**

Harbin Electric, Inc., through its subsidiaries, engages in the design, development, manufacture, supply, and service of various electric motors in China and internationally. The company's major product lines include linear motors (LMs), automobile specialty micro-motors, and industrial rotary motors. The company sells its LMs to a range of customers in China and in the United States, including those customers in the oil services, factory automation, food processing, packaging industries, power generation systems, and mass transportation systems.

The company has developed various products that are used for car seat automation, back seat folding, EPS (electric power steering), automated window, and automated trunk opening. The company's automobile specialty micro-motors are purchased by customers who are first-tier suppliers to the automobile industry. The company supplies these products to domestic customers and also exports them to OEM suppliers in North America.

The company offers a range of industrial rotary motors, including small, medium, and large-sized motors and some specialized motors, such as high/low voltage motors and speed control motors. The company's industrial rotary motors are used for trains, power plants, steel processing, agricultural machineries, heavy machineries, material industry,

construction industry, chemical industry, HVAC, aviation, navigation, and hi-tech fields. The company's branded Simo Motor manufactured by Xi'an Tech Full Simo and Wenbao Motor manufactured by Weihai Tech Full are primarily purchased by domestic customers throughout China.

## PRODUCTS AND SERVICES

### Linear motors and their integrated application systems

Flat linear asynchronous motor series (self-cooled): The flat linear asynchronous motor series is applied in transmission systems such as the production transportation line, the crane, postal service sorting machine, baggage sorting machine, printed matter sorting machine, automatic linear door, and revolving door applications. The flat linear asynchronous motor series is self-cooling using the ambient environment.

Flat three-phase linear asynchronous motor (forced ventilation): The flat three-phase linear asynchronous motor is also used in transmission systems such as the production transportation line, the crane, postal service sorting machine, baggage sorting machine, printed matter sorting machine, automatic linear door, and revolving door applications.

Integrated linear motor application systems: The company has developed linear motors and their integrated application systems used in the oil services, factory automation, packaging, logistic systems, and food industry. Applications mainly include production transportation conveyor line, the postal service mail sorting machine, the baggage sorting machine, the printed matter sorting machine, food and meat slicer, oil pump machine of oilfield, and automated power switch.

### Automobile specialty micro-motors

Automobile specialty micro-motors are used for various automation functions in an automobile. The company has developed nine products that are used for car seat automation, back seat folding, EPS (electric power steering), automated window, and automated trunk opening. Other types of specialty micro-motors are under development, including micro-motors used for door lock, gas pedal, ABS, gas pump, and engine gas jet.

### Industrial rotary motors

The company manufactures various industrial rotary motors such as high/low voltage

motors, AC/DC motors and speed control motors including small, medium, and large sized. The company's industrial rotary motors are used mainly for the following applications: freight train driving motors; power plants; metallurgical and mining industry; chemical and petrochemical industry; construction machinery; agricultural equipment and machinery; transportation machinery; machine tools; medical devices; ventilation equipment; air compressors; and electric pumps.

### Sales and Marketing

The company targets its products to the global original equipment manufacturers (OEMs) as components or in integrated systems. The company also collaborates with major system integrators to jointly develop and market new products.

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?

## I would like to order

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