

# Heckmann Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Heckmann Corporation 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 Heckmann Corporation and its competitors. This provides our Clients with a clear understanding of Heckmann Corporation position in the [Food and Beverages](#) Industry.

The report contains detailed information about Heckmann Corporation 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 Heckmann Corporation. 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 Heckmann Corporation 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 Heckmann Corporation 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 Heckmann Corporation business.

## **About Heckmann Corporation**

Heckmann Corporation, through its subsidiary, China Water & Drinks, Inc., operates as a bottled water company in the People's Republic of China.

### Segments

The company operates through two segments: Domestic and International.

#### Domestic

The Domestic segment includes the businesses of its subsidiaries Heckmann Water Resources Corporation (HWR) and HEK Water Solutions, LLC (HWS), and its strategic minority investment in Underground Solutions, Inc. (UGSI). Through HWR, the company owns and operates a network of water disposal, treatment, and pipeline transport facilities in Texas and Louisiana, including its 50-mile pipeline. HWR serves oil and natural gas exploration and production companies seeking to dispose of complex water flows, including flowback water, frac fluids, and produced brine waters generated in their oil and gas operations.

Through HWS and its joint venture with Energy Transfer, L.P., the company intends to

develop water pipeline infrastructure and treatment solutions for oil and gas producers in the Marcellus and Haynesville Shale fields, and other areas within the states of New York, Pennsylvania, Ohio, West Virginia, Virginia, Tennessee, Kentucky, Texas, and Louisiana. The company's 50% interest in the joint venture is managed through HWS.

## International

The International segment includes the business of its subsidiary China Water and Drinks, Inc. (China Water) and its operating entities, and its minority investment in China Bottles, Inc. (China Bottles), a bottling equipment manufacturer. Through China Water, the company produces bottled water products at facilities in the cities of X'ian (Shaanxi Province), Guangzhou (Guangdong Province), Changchun (Jilin Province), Feixian (Shandong Province), Nanning (Guangxi Province), Changsha (Hunan Province), and Harbin (Heilongjiang Province).

The company's production plants have two types of production lines: one type produces hand-held sized (330 milliliters to 1.5 liters) bottled water (Small Bottles) and the other produces carboy-sized (11.4 to 18.9 liters, or 3 to 5 gallons) bottled water (Carboy Bottles). The company produces various bottled water products, including natural mineral water, spring water, purified water, flavored water, and oxygenated water.

The company markets its bottled water products in China using the brand names 'Darcunk' (which translates to 'Absolutely Pure') and 'Grand Canyon.' The company also supplies bottled water products to beverage companies and servicing companies, which the company refers to as OEM customers, including Coca-Cola China, as well as Uni-President and Jian Li Bao. In addition, the company provides private label bottled water products to companies in the service industry, such as hotels and casinos.

In 2009, the company produced approximately 405 million Small Bottles and 3 million Carboy Bottles of bottled water products. The company markets and sell its bottled water products in multiple regions of China, including Beijing, Guangdong Province, Guangxi Province, Shandong Province, Heilongjiang Province, Jilin Province, Shanxi Province, Shaanxi Province, Gansu Province, Liaoning Province, Anhui Province, Sichuan Province, Hebei Province, Hunan Province, and Macau.

## Significant Events

On July 1, 2009, the company purchased all of the assets of Greer Exploration Corporation and the Silversword Partnerships, and all the membership interests of

Charis Partners, LLC.

### Customers

In China, the company markets and sell its bottled water products to distributors that sell its bottled water products to end users under its own brands, and OEM and private label customers, which include global drink and beverage companies such as Coca-Cola China, Uni-President and Jian Li Bao. During 2009, the company's customers included Coca Cola China; Bai Chuan; Tang Xia; El Paso; and Shi Pai.

### Suppliers

During 2009, the company's major suppliers included: Zhuhai Fuhongmao; Foshan Expanding Industry Trade; Shunde Yong Hui Plastic Products Co. Ltd.; Liao Yang Chemical; and Zhongfu.

### Competition

The company primarily competes with Chinese bottled water producers, including Hangzhou Wahaha Group, Nongfu Spring Company Ltd., and Guandong Robust Corp. In addition to local Chinese producers, the company competes with global beverage companies and brands, including Nestle S.A., as well as Coca-Cola, C'est Bon, Danone, Tingyi Master Kong, and Uni-President. In addition, the company competes with GE Water, Siemens, Veolia, Schlumberger, Baker-Hughes, BJ Services, Key Energy Services, and Basic Energy Services.

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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