

# Leo Motors Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Leo Motors 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 Leo Motors Inc. and its competitors. This provides our Clients with a clear understanding of Leo Motors Inc. position in the [Auto Parts](#) Industry.

The report contains detailed information about Leo Motors 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 Leo Motors 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 Leo Motors 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 Leo Motors 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 Leo Motors Inc. business.

### **About Leo Motors Inc.**

Leo Motors, Inc., through its subsidiary, Leo Motors, Co. Ltd., engages in developing and marketing of Electric Vehicles (EVs) and EV components.

The company's operations consist of developing the designs and prototypes of EV models, testing, establishing relationships with customers, and small scale sales of its EVs. It focuses on the development and marketing of electric scooters. The electric scooter market is open in various countries, including Korea, Japan, and the United States.

The company offers three models of electric scooters, entered into agreements to manufacture and distribute them, and is in the process of testing and developing marketing for the e-Bikes.

In 2009, the company finished test runs of vehicles with one 60kW power train (which includes a motor, controller, and battery power packs), and two 60 kW multi motor power train. Using a single 60kW power train, it developed electrified compact cars with existing car brands, such as the Hyundai Morning and Nissan Cube models. It also electrified a 24 seat bus using two 60kW motors. It would market its 60kW power train to existing car companies, and various fleet operators, such as school bus and garbage

truck operators who are interested in converting their internal combustion engine (ICE) vehicles into EVs.

The company has a range of power trains available, including the 1kW, 3kW, 6kW, 10kW, 15kW, 30kW, 30kW, 60kW, and 120kW power system. Its 240kW power system is under development. Using its multi motor system, it would achieve power more than 240kW. It has different voltage battery management systems available, including 48 volt, 72 volt, 140 volt, 320 volt, and 380 volt. It intends to develop working prototypes of 120kW and 240 kW power trains which would be used in heavy duty vehicles, such as buses and trucks.

### Target Markets

The company is targeting fleet markets, such as local government bodies, delivery companies, parks, and big companies.

### Sales and Distribution Arrangements

**M&M Corp:** The company has appointed M&M Corp as its exclusive Korean provider of its electric scooters.

**Japanese Dealer:** The company had entered into an MOU with Global Commerce in Japan in 2009. It has developed e-Box, a compact electric car through electrification of Nissan Cube.

**Bike Lease Electric Motor Cycles:** The company has entered into an agreement with Bike Lease in Korea, a motor cycle company to provide them with its electric motor cycles. It has contracted with Chulin Home Tech Co., Ltd. to manufacture the electric motor cycles for Bike Lease.

**Thailand Reverse Tricycle Scooters:** The company has signed a memorandum of understanding (MOU) with Global Electric Motor Cars Asia Co., Ltd. (GEM Thailand) to develop, manufacture, and supply reverse tricycle scooters.

### History

Leo Motors, 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.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. LEO MOTORS 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. LEO MOTORS 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. LEO MOTORS INC. SWOT ANALYSIS**

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

### **4. LEO MOTORS 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. LEO MOTORS INC. COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Leo Motors Inc. Direct Competitors
- 5.2. Comparison of Leo Motors Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Leo Motors Inc. and Direct Competitors Stock Charts
- 5.4. Leo Motors Inc. Industry Analysis
  - 5.4.1. Auto Parts Industry Snapshot
  - 5.4.2. Leo Motors Inc. Industry Position Analysis

## **6. LEO MOTORS INC. NEWS & EVENTS**

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

## **7. LEO MOTORS INC. EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. LEO MOTORS INC. ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. SOUTH KOREA 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. LEO MOTORS 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. LEO MOTORS INC. PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. LEO MOTORS INC. VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

Leo Motors 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  
Leo Motors Inc. 1-year Stock Charts  
Leo Motors Inc. 5-year Stock Charts  
Leo Motors Inc. vs. Main Indexes 1-year Stock Chart  
Leo Motors Inc. vs. Direct Competitors 1-year Stock Charts  
Leo Motors 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

Leo Motors Inc. Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Leo Motors Inc. Key Executives  
Leo Motors Inc. Major Shareholders  
Leo Motors Inc. History  
Leo Motors Inc. Products  
Revenues by Segment  
Revenues by Region  
Leo Motors Inc. Offices and Representations  
Leo Motors 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  
Leo Motors Inc. Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Leo Motors Inc. Capital Market Snapshot  
Leo Motors 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  
Auto Parts Industry Statistics



Leo Motors 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  
Leo Motors 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?

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