

MotorVac Technologies Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

MotorVac Technologies 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 MotorVac Technologies and its competitors. This provides our Clients with a clear understanding of MotorVac Technologies position in the Industry.

The report contains detailed information about MotorVac Technologies 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 MotorVac Technologies. 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 MotorVac Technologies 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 MotorVac Technologies 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 MotorVac Technologies business.

About MotorVac Technologies

MotorVac Technologies, Inc. (the Company) incorporated in the State of Delaware in 1992, designs, develops, assembles, markets and sells the MotorVac CarbonClean System, one of its primary product lines, for the diagnosis, maintenance and repair of internal combustion engine fuel systems primarily for the automotive after-market repair and service industry. The MotorVac CarbonClean System is comprised of a fuel system cleaning machine and a proprietary cleaning detergent. Additionally, the MotorVac CarbonClean System's diagnostic capabilities help to ensure fuel system safety and reliability by allowing the technician to check fuel pressure, fuel volume and system leak down (internal fuel pressure system loss).

The Company markets diesel engine cleaning systems under the trade name Industrial Diesel Tune System (IDT). The IDT essentially functions the same way as the MotorVac CarbonClean System but is designed to handle the unique properties of a diesel engine. The IDT system works on all types of diesel engine applications, including on-highway, marine, construction, transit, agricultural, mining, industrial and power generation.

The Company also designs, assembles, markets and sells the Transtech® Transmission Service System. This product, first offered in December 1997, allows the vehicle's transmission pump to flush out the old fluid and pump in new fluid, allowing for

essentially all of the old fluid to be replaced.

In 1999, the Company launched two new product lines: the Coolant Clean System and the LeakChek System. The Coolant Clean System exchanges virtually all of the used coolant mixture in a vehicle's cooling system in a few minutes, resulting in a quicker and more thorough fluid exchange. The LeakChek System is a lightweight, easy-to-use system to detect leaks in the vacuum, exhaust, air injection, evaporator, fuel, oil, cooling and other automotive systems.

Motorvac's Products

The MotorVac CarbonClean System and IDT System -- Product Overview.

The Company markets and sells internal combustion engine fuel system cleaning systems for both gasoline and diesel-powered engines under the trade names MotorVac CarbonClean System in the United States and Canada and CarbonClean System in other international markets. The MotorVac CarbonClean System is comprised of fuel system cleaning machines and proprietary cleaning detergents designed for both gasoline and diesel engines.

The gasoline system machine is a twelve-volt-powered, two-line cleaning System, which connects to the engine through vehicle-specific adapters for all types of carbureted and fuel-injected engines. The machine passes a detergent and gas mixture over the components of the fuel system. Carbon, gum and varnishes built up in these areas are softened and removed, and then passed through the vehicle's catalytic converter and are destroyed.

Transtech® Transmission Service System -- Product Overview.

The Transtech® System is an automatic transmission fluid exchange machine. The system provides the operator with two service modes -- fluid replacement only and fluid plus filter replacement.

Carbon Tune Engine Decarbonizing and Fuel System Cleaning Kit – Product Overview.

Carbon Tune is a three-part kit that cleans the air intake system, fuel system, combustion chambers and exhaust system of the vehicle. The kit includes an air intake aerosol, an engine decarbonizer and a patented fuel conditioner that helps keep the engine clean.

LeakChek Plus™ Leak Detection System.

This easy-to-operate, lightweight system combines pressure-testing technology with the use of a visible, environmentally-safe vapor in a portable tool to detect leaks in the vacuum, exhaust, air injection, evaporator, fuel, oil, cooling and other automotive systems.

Coolant Clean Coolant Flush System.

When used by a trained technician, this system exchanges virtually all of the used coolant mixture in a vehicle's cooling system with new coolant in approximately fifteen minutes. This cleaning process results in a much more complete and timely cleaning compared to the older method of draining the coolant through the radiator drain valve.

Fuel System Cleaning Detergents: The Company markets and sells its proprietary fuel system detergents in both the United States and international markets utilizing different trade names in different markets. All of the Company's detergents clean dirt, varnish, waxes, carbon and other types of contaminants that build up in critical areas of the engine.

Product Distribution

The Company's products are currently sold through a national and international distribution network consisting primarily of the categories described below:

Snap-on Incorporated: The Company sells the MotorVac CarbonClean System, the IDT System, the TRANSTECH® System, the LeakChek System, the CT 2100 and the MotorVac CarbonClean Detergent and Top Engine Cleaner to Snap-on for distribution through Snap-on's tool and equipment network, made up in the U.S. of approximately 3,800 Snap-on dealers and approximately 220 tech reps selling to approximately 300,000 automotive after-market consumers.

Other Independent Distributors: The Company also markets the MotorVac CarbonClean System, the Carbon Tune System, the TRANSTECH® System, IDT System, the Leak Find System and the Coolant Clean System throughout the United States and Canada through a small network of independent distributors. In addition, the Company markets the CarbonClean System, the TRANSTECH® System and IDT System in over 55 countries worldwide through local and, in some cases, multinational independent

distributors.

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?

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