

# Natural Resources USA Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/N9E61D98BF2BEN.html>

Date: May 2025

Pages: 79

Price: US\$ 499.00 (Single User License)

ID: N9E61D98BF2BEN

## Abstracts

Natural Resources USA 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 Natural Resources USA Corporation and its competitors. This provides our Clients with a clear understanding of Natural Resources USA Corporation position in the [Metals and Mining](#) Industry.

The report contains detailed information about Natural Resources USA 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 Natural Resources USA 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 Natural Resources USA 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 Natural Resources USA 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 Natural Resources USA Corporation business.

### **About Natural Resources USA Corporation**

Natural Resources USA Corporation engages in identifying and developing natural resource assets. The company is a subsidiary of The Sentient Group.

The company's wholly owned subsidiary, Natural Soda Holdings, Inc. (Natural Soda Holdings or NSHI) and Natural Soda Holdings' wholly-owned subsidiary, Natural Soda, Inc. (Natural Soda or NSI), own natural sodium bicarbonate resources and water rights located in the State of Colorado, United States.

Natural Soda owns various water rights in the Piceance Creek Basin in northwest Colorado, a part of the Colorado River drainage system. These various rights allow Natural Soda to draw up to a maximum of 108,812 acre feet (35.46 billion gallons) annually and to store up to 7,980 acre feet of water.

Natural Soda Holdings and Natural Soda also own the Bureau of Land Management (BLM) leases in the Piceance Creek Basin which contains the deposits of nahcolite, naturally occurring sodium bicarbonate. Natural Soda Holdings' and Natural Soda's leases are located near the depositional center of the Piceance Creek Basin.

Natural Soda's business is to produce and sell natural sodium bicarbonate, commonly known as baking soda, for use in a variety of products and activities. Natural Soda's products have various uses and applications. They include sales to the animal feed, industrial, food, and pharmaceutical grade markets. Sodium bicarbonate is used in baking products, personal care products, including toothpaste and antacid remedies; household products, including deodorizers, cleaning products, detergents, carpet cleaners, bath salts, and cat litter. Sodium bicarbonate is also used in industrial situations, such as leather tanning, fire extinguishers, blast media, and waste water treatment.

### Sodium Leases and Operations

Natural Soda owns four sodium leases, collectively known as the Wolf Ridge Mining Unit, and Natural Soda Holdings owns the adjoining Rock School lease. Natural Soda Holdings' and Natural Soda's leases are located near the depositional center of the Piceance Creek Basin where the nahcolite beds are thickest with the highest concentration of nahcolite. The Wolf Ridge Mining Unit leases issued to Natural Soda cover a total of 8,223 acres. When combined with the Rock School lease issued to Natural Soda Holdings, the leases cover a total of 9,543 acres.

Sodium bicarbonate is used as a component in animal feed, human food, pharmaceutical, and industrial applications, especially as an environmentally benign cleaning agent. Sodium bicarbonate can also be used as an agent for flue gas desulfurization.

### Sodium Bicarbonate Business

Natural Soda's business is to produce and sell natural sodium bicarbonate, commonly known as baking soda, for use in various products and activities. The 26,500 square foot processing plant located on the Wolf Ridge lease, which consists of a single building with crystallizers, boilers, centrifuge, dryers and other equipment capable of producing various grades of sodium bicarbonate. The plant has a name plate capacity of 125,000 tons per year. As of June 30, 2010, the company produced 108,159 tons for sale as a result of drilling programs.

### Marketing Arrangements

Natural Soda sells animal feed grade product through five independent distributors. The

Bunnett & Company of Lago Vista, Texas which represents the part of its animal feed sales. The majority of Natural Soda's industrial and United States pharmaceutical (USP) grade products is distributed by an agent, Vitusa Products, Inc. of Berkeley Heights, New Jersey. A third distributor, Agri Dealers, Inc. of Louisville, Kentucky, an animal feed distributor.

Natural Soda packages product in various crystal sizes in 50 lb. bags, 2000 lb. supersacks, or in bulk and transports the product to its customers by truck or rail. Natural Soda sells majority of its products throughout the United States, Canada, and Mexico.

### Natural Soda's Water Rights

Natural Soda owns water rights in Northwestern Colorado in the Piceance Creek Basin from the Piceance and Yellow Creeks and the Yellow River. Piceance and Yellow Creeks flow into the White River, which flows into the Green and Colorado Rivers. In addition, Natural Soda owns various well water rights and a judicially approved plan that incorporates well water rights, direct flow water rights, and storage water rights into an integrated water supply system. One storage water right is diverted from the White River and is called Wolf Ridge Reservoir, and another storage water right is called Larson Reservoir, which is located at the headwaters of Piceance Creek.

### Agreement with Shell Frontier Oil & Gas, Inc.

Natural Soda entered into a contract with Shell, to sell up to 120 acre feet of water per year. Shell has been awarded three 160 acre oil shale research, design, and development leases by the Bureau of Land Management contiguous with Natural Soda's sodium leases.

The Wolf Ridge Water Rights contemplated construction of a reservoir intended to be adjacent to the sodium bicarbonate processing facility to contain a maximum of 7,379.70 acre feet. This reservoir could be fed by the Wolf Ridge feeder Pipeline at the rate of 100 CFS (44,800 gallons per minute) and Natural Soda asserts that the total amount of water that could be delivered would be approximately 72,396 acre feet per year.

### Competition

The company's principal competitors are Church & Dwight, manufacturers of the Arm &

Hammer brand; FMC Corporation; and Solvay.

## History

The company was founded in 1982. It was formerly known as Computer Learning Software, Inc. and changed its name to AmerAlia, Inc. in 1984. Further, it changed its name to Natural Resources USA Corporation in September 2010.

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.

The complete financial data is available for publicly traded companies.



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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 3×3 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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