

# Pacific Sands Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Pacific Sands 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 Pacific Sands Inc. and its competitors. This provides our Clients with a clear understanding of Pacific Sands Inc. position in the [Chemical](#) Industry.

The report contains detailed information about Pacific Sands 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 Pacific Sands 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 Pacific Sands 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 Pacific Sands 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 Pacific Sands Inc. business.

### **About Pacific Sands Inc.**

Pacific Sands, Inc. engages in the development, manufacture, marketing, and sale of a portfolio of liquid and powder cleaning and water-management products. The company's products have applications ranging from water maintenance (spas, swimming pools, fountains, and ponds) to fabric and surface cleaning (household and industrial) and pet care.

#### **Brands, Products, and Product Lines**

The company has three primary brands that are sold through retail distribution in various outlets in the U.S., Canada, and Europe, including ecoone, e-2 elemental earth, and Natural Choices.

#### **Natural Choices**

Natural Choices is a brand consisting of household cleaning and laundry products. The Natural Choices product line offers a line of oxygen bleach-based cleaners. The Natural Choices line also features a line of soy-based products and products specifically developed for people with allergies and chemical sensitivities. In 2010, the company introduced the Natural Choices Refillables line of 4 ready to use and concentrate

cleaning products, included Multi Purpose, Bathroom Cleaner, Degreaser, and Glass. In 2010, the company also developed a water based degreasing technology (Critter Cleaner) with an array of applications ranged from a non petroleum dish soap to cleaning grease and oil stains off of driveways, grill, and other surfaces. Of the available Natural Choices products, the principal product is Oxy-Boost. Oxy-Boost is an alternative to chlorine based products.

### Ecoone Pool and Spa Water Management Systems

The company's ecoone pool and spa care and water management products are completely rethink conventional water care tactics.

#### ecoone Spa Treatment System

The ecoone Spa Treatment System consists of products designed to simplify spa maintenance, enhance user satisfaction, and reduce the overall chemical load of consumer hot tubs and spas. ecoone SPA monthly is the nontoxic core of the ecoone system that solves major spa water treatment problems.

ONEShock completes the ecoone Spa Treatment System by providing a sanitizer / shock combo in single dose dissolving packets. ONEShock delivers water sanitation to spas without the risk and dangers of exposure to powdered or liquid sanitizers.

JetONE is a whirlpool and hot tub / spa plumbing cleanser that clears internal plumbing and equipment of buildup of chemical and biofilm deposits. FilterONE is a pool and spa cartridge filter cleanser.

#### ecoone Pool Conditioner

ecoone Pool Conditioner is a nontoxic additive that reduces pool maintenance by helping to maintain water clarity, pH and alkalinity using natural ingredients.

#### Pacific Sands All-Purpose Hose Filter

The Pacific Sands All-Purpose Hose Filter attaches to either end of a garden hose to provide fresh, pure, and clean water for outdoor water needs. The filter removes or reduces common water contaminants and hazards including chlorine, lead, arsenic, mercury, DDT (and other pesticides), hydrogen sulfide (rotten egg smell), VOC's & organic contaminants, dissolved metals, and scale causing minerals.

## Sales

**Direct and Internet Channels:** The company sells direct to consumers through phone sales and Internet orders through its various Websites, including [www.pacificsands.biz](http://www.pacificsands.biz), [www.oxyboost.com](http://www.oxyboost.com), [www.ecoone.biz](http://www.ecoone.biz), and [www.ecogeeks.com](http://www.ecogeeks.com).

**Pool and Spa Retail Stores:** The company's pool and spa products are sold through pool and spa retail stores throughout the U.S., Canada, and overseas.

**Distribution:** The company's ecoone pool and spa products are distributed by major the U.S. and overseas distributors, including SCP Pool Corp, Hawkeye Manufacturing, California Specialty Distributors, and Baystate Pool Supply.

**Contract Manufacturing, Custom Formulation and Private Label:** The company has OEM and sales /distribution agreements with US Spa Manufacturers. Hawkeye Manufacturing, makers of the Hawkeye and Barefoot lines of portable hot tub spas, also acts as a European distributor for the spa product line.

## History

Pacific Sands, Inc. was founded in 1994.

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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