

Pick-Ups Plus, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Pick-Ups Plus, 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 Pick-Ups Plus, Inc. and its competitors. This provides our Clients with a clear understanding of Pick-Ups Plus, Inc. position in the Industry.

The report contains detailed information about Pick-Ups Plus, 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 Pick-Ups Plus, 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 Pick-Ups Plus, 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 Pick-Ups Plus, 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 Pick-Ups Plus, Inc. business.

About Pick-Ups Plus, Inc.

Pickups Plus, Inc. operates as franchisor, wholesaler, retailer and installer of accessories for trucks and sports utility vehicles.

The Company's wholly owned subsidiary, Auto Preservation, Inc., has two operating centers in the Cincinnati market providing automotive dealerships in this market a single source solution for their new vehicle prep, environmental protection packages, pickup truck and sport utility vehicle (SUV) accessories and detail and reconditioning sales and services. Additionally, the Company began to offer licenses for individual territories for the ValuGard name and product outside greater Cincinnati. With two locations operating in the Cincinnati market, Auto Preservation processed approximately 15,000 vehicles for automotive dealerships in 2005.

The Company has been operating under a franchising system and on the other hand, Auto Preservation has been signing-up 'ValuGard' centers under a licensing agreement. The typical Center features approximately 7,500 square feet of space, with 2,500 feet devoted to the retail showroom, 4,000 feet to the installations facility, and 1,000 feet for storage, common area, and office use. The Centers cater two market segments: the aftermarket consumer segment, and new and used vehicle purchasers segment through the automotive dealerships. In addition, by utilizing the ValuGard line of products, every

Center has original equipment manufacturing (OEM) approval from nine car manufacturers.

The Company has five operating franchised stores that are located in Texas, Ohio, Kentucky and Illinois. Additionally, as of December 31, 2005, there were two Company-owned stores located in the Cincinnati, Ohio area.

Product Segments

The Company's three primary product segments include restoration, personalization, and protection.

Restoration: The Centers offers local dealers customized drop ship programs, vehicle check-in services, new vehicle preparation, used car detailing and a line of reconditioning products. In addition, the Centers would provide various vehicle restoration products and services, including car detailing, glass repair and replacement, and micro paint repair.

Personalization (Accessories): The typical Center offers various merchandise to accessorize vehicle. Product categories include: grille accessories, custom tires/rims, window treatments, exhaust systems, fiberglass fender flares, floor mats, visors, headlight covers, pickup truck bed liners, caps and step bars.

Protection: The Centers has the distribution right to utilize the ValuGard warranty protection product line to offer local automotive dealerships and consumers both turnkey solutions or the product for their rust proofing, undercoating, paint sealant, and fabric/leather interior protection needs. In addition, the Centers offer clear film protection for headlights and fenders, vehicle alarms, global positioning system (GPS) tracking and mapping systems and in-vehicle wireless communication systems.

Suppliers

The Company purchases its inventory from two major suppliers, Automotive International and Meyers Distributing.

Competition

Merchandise Competition: The Company's franchisees compete against local auto parts stores, specialized truck accessory stores and national auto parts chains such as

AutoZone, Pep Boys and Discount Auto Parts. It also identifies competition from retailers, such as Wal-Mart, K-Mart and Sears.

History

The Company was founded in 1993 as Mr. Pickup Co. and changed its name to Pickups Plus, Inc. 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.

Contents

RESEARCH METHODOLOGY

DISCLAIMER

1. PICK-UPS PLUS, 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. PICK-UPS PLUS, 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. PICK-UPS PLUS, INC. SWOT ANALYSIS

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

4. PICK-UPS PLUS, 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. PICK-UPS PLUS, INC. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. Pick-Ups Plus, Inc. Direct Competitors
- 5.2. Comparison of Pick-Ups Plus, Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Pick-Ups Plus, Inc. and Direct Competitors Stock Charts
- 5.4. Pick-Ups Plus, Inc. Industry Analysis
 - 5.4.1. Industry Snapshot
 - 5.4.2. Pick-Ups Plus, Inc. Industry Position Analysis

6. PICK-UPS PLUS, INC. NEWS & EVENTS

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

7. PICK-UPS PLUS, INC. EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. PICK-UPS PLUS, INC. ENHANCED SWOT ANALYSIS²

9. UNITED STATES PESTEL ANALYSIS²

- 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. PICK-UPS PLUS, INC. IFE, EFE, IE MATRICES²

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

11. PICK-UPS PLUS, INC. PORTER FIVE FORCES ANALYSIS²

12. PICK-UPS PLUS, INC. VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

Pick-Ups Plus, 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
Pick-Ups Plus, Inc. 1-year Stock Charts
Pick-Ups Plus, Inc. 5-year Stock Charts
Pick-Ups Plus, Inc. vs. Main Indexes 1-year Stock Chart
Pick-Ups Plus, Inc. vs. Direct Competitors 1-year Stock Charts
Pick-Ups Plus, 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

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

Pick-Ups Plus, 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
Pick-Ups Plus, Inc. Consensus Recommendations¹
Analyst Recommendation Summary¹
Price Target Summary¹
Experts Recommendation Trends¹
Revenue Estimates Analysis¹
Earnings Estimates Analysis¹
Historical Surprises¹
Revenue Estimates Trend¹
Earnings Estimates Trend¹
Revenue Revisions¹

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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