

## Scott's Liquid Gold Inc. Due Diligence Report Including Financial, SWOT, Competitors and Industry Analysis

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Scott's Liquid Gold Inc. Due Diligence 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 Scott's Liquid Gold Inc. and its competitors. This provides our Clients with a clear understanding of Scott's Liquid Gold Inc. position in the **Consumer Products Industry**.

- The report contains detailed information about Scott's Liquid Gold 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 Scott's Liquid Gold 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 Scott's Liquid Gold 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 Scott's Liquid Gold 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 Scott's Liquid Gold Inc. business.

### About Scott's Liquid Gold Inc.

Scott's Liquid Gold-Inc., through its subsidiaries, engages in the manufacture and marketing of household and skin care products. The company also distributes beauty care products contained in individual sachets manufactured by Montagne Jeunesse in the United States.

### Segments

The company operates in two segments, Household Products and Skin Care Products.

### Household Products

Household Products consist of Scott's Liquid Gold for wood, a wood preservative and cleaner; a wood wash and wood wipes under the name of Scott's Liquid Gold; Scott's Liquid Gold Mold Control 500, a consumer product that helps rid homes of mold; Touch of Scent, an aerosol room air freshener; and Clean Screen, a surface cleaner for sensitive electronics. The company operates the skin care business through its subsidiary, Neoteric Cosmetics, Inc.

### Skin Care Products

Skin Care Products consist primarily of Alpha Hydrox products and Neoteric Diabetic product. The company acts as the distributor in the United States for other beauty, bath and hair care products manufactured by Montagne Jeunesse, Vivalis Limited (Batiste dry shampoo), COSMEX International (Davinci & Moosehead men's grooming products), Baylis & Harding, and Keyline Brands.

### Products

Scott's Liquid Gold for wood, when applied to wood surfaces, such as furniture, paneling, kitchen cabinets, outside stained doors and decking, penetrates microscopic pores in the surface and lubricates beneath, restoring moisture and minimizes the appearance of scratches, darkening the wood slightly. Scott's Liquid Gold preserves wood's natural complexion and beauty without wax. The company offers wood care product in a wipe form and a wood wash product, both under the Scott's Liquid Gold product line.

The company offers mold remediation product, Mold Control 500. Scott's Liquid Gold Mold Control 500 is a restoration, remediation and antibacterial disinfectant system designed for consumer use on mildew, fungus, mold, and fungal spores. The company offers Clean Screen a cleaner for sensitive electronics, such as flat-screen televisions and computer monitors, smart phones, and GPS devices. It also offers Little Clean Screen.

The company offers room air freshener Touch of Scent, to its line of household products. Touch of Scent, available in fragrances, is intended to be used in conjunction with a decorative dispenser which can be mounted on any hard surface and into which the consumer inserts an aerosol refill unit. At a touch, the dispenser propels the fragrance from a refill unit into the air.

The company markets two skin care products under the trade name of Alpha Hydrox. It offers four Alpha Hydrox products with refined formulas and Alpha Hydrox White line of products. Its Alpha Hydrox skin care products are sold through a wholly owned subsidiary, Neoteric Cosmetics, Inc. Except for the Montagne Jeunesse sachets distributed by the company, its skin care products are manufactured by Neoteric Cosmetics.

The company's products with alpha hydroxy acids (AHAs) include facial care products, a body lotion and a foot crème. Its other skin care products do not contain AHAs. These products include Neoteric Diabetic Skin Care, which is a healing creme and a therapeutic moisturizer developed by the company to address the skin conditions of diabetics, caused by poor blood circulation, and which contains a patented oxygenated oil technology; an Alpha Hydrox Oxygenated Moisturizer, which is its second skin care product based on the oxygenated oil technology; a Retinol product containing a patented Microsponge technology that softens fine lines and wrinkles; and a body wash.

The company sells skin care sachets under a distributorship agreement with Montagne Jeunesse. Its agreement covers sales in the United States. Montagne Jeunesse is a trading division of Medical Express (U.K.), Ltd., a company located in England. Montagne Jeunesse sachet products are sold in approximately 70 countries.

Other products distributed in the United States by the company as of December 31, 2009 are Batiste dry shampoo in aerosol form for mass merchandise, drug and grocery stores, and bath, body and hair care products of both Keyline and Baylis & Harding.

#### Marketing and Distribution

The company's products are sold nationally, directly and through independent brokers, to mass marketers, drugstores, supermarkets, and other retail outlets and to wholesale distributors. Its products are sold nationally and internationally (primarily Canada), directly and through independent brokers, to mass merchandisers, drug stores, supermarkets, wholesale distributors, and other retail outlets. In 2009, the company's major customer was Wal-Mart Stores, Inc.

#### Suppliers

The company's sole supply for the oxygenated oil used in Neoteric Diabetic Skin Care products is a French company with which it has a supply agreement.

The company's wholly owned subsidiary, Neoteric Cosmetics, Inc. (Neoteric), has a distribution agreement with Montagne Jeunesse International Ltd (Montagne Jeunesse) covering its distribution of Montagne Jeunesse products.

The company has a Product Development, Production and Marketing Agreement with Modec, Inc., a Colorado corporation. Pursuant to this Agreement, it purchases from Modec a product for the treatment of mold; it sells this product as Mold Control 500.

#### History

Scott's Liquid Gold,-Inc. was founded in 1954.

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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