

# WD-40 Company Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

WD-40 Company 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 WD-40 Company and its competitors. This provides our Clients with a clear understanding of WD-40 Company position in the [Consumer Products](#) Industry.

The report contains detailed information about WD-40 Company 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 WD-40 Company. 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 WD-40 Company 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 WD-40 Company 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 WD-40 Company business.

## **About WD-40 Company**

WD-40 Company engages in the production and sale of lubricants, rust preventatives, penetrants, cleaners, and moisture displacers.

### **Products**

The company's products include WD-40 Smart Straw; WD-40 Trigger Pro; 3-IN-ONE Professional Garage Door Lube; Spot Shot Pet Clean, which is a non-aerosol Spot Shot trigger product; and a mildew stain remover under the X-14 brand. In 2010, the company launched Blue Works, a new brand of multi-purpose maintenance products.

### **Multi-Purpose Maintenance Products**

The WD-40 brand is a multi-purpose maintenance product and is sold as an aerosol spray, a non-aerosol trigger spray, and in liquid form through retail chain stores, hardware stores, warehouse club stores, automotive parts outlets, and industrial distributors and suppliers. WD-40 has various consumer uses, such as household, marine, automotive, construction, repair, sporting goods, and gardening applications, as well as various industrial applications.

The 3-IN-ONE brand includes multi-purpose drip oil and spray lubricant products, as well as other specialty maintenance products. The drip oil is an entry-level lubricant with spout options that allow applications for small mechanisms and assemblies, tool maintenance, and threads on screws and bolts, as well as various industrial applications, such areas as locksmithing, HVAC, marine, farming, construction, and jewelry manufacturing. In addition to the drip oil line of products, the 3-IN-ONE brand also includes a professional line of products known as 3-IN-ONE Professional, which is a line of multi-purpose maintenance products.

The Blue Works brand consists of a line of industrial grade, specialty maintenance products, which include lubricants, penetrants, degreasers, and cleaners designed specifically for the needs of industrial users.

### Homecare and Cleaning Products

The X-14 brand is a line of products for cleaning needs. X-14 is sold as a liquid mildew stain remover and two types of automatic toilet bowl cleaners. The 2000 Flushes brand is a line of automatic toilet bowl cleaners. The Carpet Fresh brand is a line of room and rug deodorizers sold as powder, aerosol foam, and trigger spray products.

The Spot Shot brand is sold as an aerosol carpet stain remover, a liquid trigger carpet stain and odor eliminator. The brand also includes products, such as Spot Shot Instant Carpet Stain & Odor Eliminator, and Spot Shot Pet Clean, which are non-toxic and biodegradable. Spot Shot products are sold primarily through grocery and mass retail channels, warehouse club stores, and hardware and home center stores in the U.S. and Canada. Spot Shot products are also sold in the U.K. under the 1001 brand name.

The 1001 brand includes various homecare and cleaning products. The Carpet Fresh and Spot Shot brands were introduced under the 1001 brand in the U.K. The Lava and Solvol brands include heavy-duty hand cleaner products, which are sold in bar soap and liquid form through hardware, grocery, industrial, automotive, and mass retail channels.

### Markets

The company's multi-purpose maintenance products are sold in various locations, such as north, central, and south America, Asia, Australia, the Pacific Rim, Europe, the Middle East, and Africa. Homecare and cleaning products are sold primarily in North America, the U.K., Australia, and the Pacific Rim.

## Customers

The company's customer includes Wal-Mart Stores, Inc.

## History

WD-40 Company was founded in 1953.

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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