

ATMOSPHERIC WATER GENERATOR MARKET

to 2028

COVID19 IMPACT AND GLOBAL ANALYSIS BY
PRODUCT (COOLING CONDENSATION, WET
DESICCATION); APPLICATION (INDUSTRIAL,
COMMERCIAL, RESIDENTIAL) AND GEOGRAPHY

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COMPANY PROFILES

1.1 PlanetsWater Corp.

1.1.1 Key Facts

PlanetsWater Corp.	
Founded	2009
Corporate Address	St. George's Street, Port Douglas, Isle of Man, UK. IM99 1RN
Telephone	+44 8000 430 350
URL	www.planetswater.co.uk
Location	Europe

1.1.2 Business Description

PlanetsWater Corp. aims to develop the best possible solutions to the planet's ever-increasing water scarcity problems, which are becoming a daily occurrence on news broadcasts throughout the world as demand for our most important commodity exceeds management. PlanetsWater Corp. supports and sells Atmospheric Water Generators, which do not require any plumbing, water lines, or pipelines, only power. PlanetsWater produces drinking water from the moisture in the air we breathe every day, with no ground contamination and completely independent of any centralized water supply infrastructure, such as bottling facilities or municipalities. The company offers licensed distributorships in order to achieve recognition in helping the customers to 'spread the word' globally about the exciting products that offer both a 'lifestyle alternative and a life-saving necessity'. The company have 'exclusive' distributorship licenses for given territories/regions/countries.

1.1.3 Products and Services

Product Category	Product Name	Product Type	Description
Residential	<ul style="list-style-type: none"> AWG Home/Office Device 		The Home/Office AWG units range from 15, 25, 30, 45, 60 ltrs up to 100 ltrs per day. They require very little maintenance and are virtually a 'plug and operate' system that requires inexpensive filter changes every few months dependent on usage and climatic condition.
Commercial	<ul style="list-style-type: none"> AWG-C-Series Commercial/Industrial 		The industrial/commercial machines are available in two models, the robust PlanetsWater 'Big Blue' units range from 250, 500, 1500, 3000 and 5000 ltrs. The second model of machines being the units range from 1000, 2000 and 5000 ltrs. We also now have a 10000 ltr unit, the largest ever device.

1.1.4 Financial Overview

PlanetsWater Corp. is a privately held company. Hence, no financial information is available on the public domain.

1.1.5 SWOT Analysis



STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> The company has strong presence in Europe with a broad service portfolio specifically designed for each market. A robust market position enables the company to grow efficiently and also provides resources for itself to gain a sustainable competitive advantage over its peers operating in the same arena. 	<ul style="list-style-type: none"> The company has less focus on inorganic growth strategies and has not indulged in any merger and acquisition, in addition, over dependency on suppliers may restrains the company growth in long run business. 	<ul style="list-style-type: none"> The company has a chance to form strategic alliances with other players for product enhancement. A strong focus on forming such partnerships might help the company to develop advanced solution and attract more customers. Therefore, strategic partnerships for business development might help the company to gain a strong customer base and generate more revenues. 	<ul style="list-style-type: none"> The company may experience temporary business halts, payment delays, delay in procurement, a rise in the bargaining power of suppliers, and other factors as a result of the economic restraints faced by its prospective end users.

Source: Press Release, Newsletters, and Company Annual Report

STRENGTHS

- The company has strong presence in Europe with a broad service portfolio specifically designed for each market. A robust market position enables the company to grow efficiently and also provides resources for itself to gain a sustainable competitive advantage over its peers operating in the same arena.

WEAKNESSES

- The company has less focus on inorganic growth strategies and has not indulged in any merger and acquisition, in addition, over dependency on suppliers may restrains the company growth in long run business.

OPPORTUNITIES

- The company has a chance to form strategic alliances with other players for product enhancement. A strong focus on forming such partnerships might help the company to develop advanced solution and attract more customers. Therefore, strategic partnerships for business development might help the company to gain a strong customer base and generate more revenues.

THREATS

- The company may experience temporary business halts, payment delays, delay in procurement, a rise in the bargaining power of suppliers, and other factors as a result of the economic restraints faced by its prospective end users.

1.1.6 Key Developments

Date	Development	Category	Description
Jul-2020	Planet Water Foundation and Electrolux Launch Partnership	Partnership	Planet Water Foundation and Electrolux Launch Partnership to Provide Access to Safe Drinking Water, Hand Wash Facilities, and Hygiene Education in the Philippines and Indonesia

Source: Press Release, Newsletters, and Company Annual Report