

PROFIRE ENERGY INC
Form 10-Q
February 14, 2011

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549

FORM 10-Q

QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT
OF 1934

For the Quarterly Period Ended December 31, 2010

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF
1934

For the Transition Period From _____ to _____

Commission File Number 000-52376

PROFIRE ENERGY, INC.

(Exact name of registrant as specified in its charter)

Nevada
(State or other jurisdiction of
incorporation or organization)

20-0019425
(I.R.S. Employer
Identification No.)

321 South 1250 West, #3
Lindon, Utah
(Address of principal executive offices)

84042
(Zip Code)

(801) 796-5127
(Registrant's telephone number, including area code)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports) and (2) has been subject to such filing requirements for the past 90 days. Yes No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files.) Yes No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act. (Check one):

Large accelerated filer

Accelerated filer

Non-accelerated filer

Smaller reporting company

(Do not check if a smaller reporting company)

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act.) Yes No

As of February 9, 2011 the registrant had 45,000,000 shares of common stock, par value \$0.001, issued and outstanding.

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PART I. FINANCIAL INFORMATION

Item 1. Financial Information

PROFIRE ENERGY, INC. AND SUBSIDIARY
Condensed Consolidated Balance Sheets

ASSETS	December 31, 2010 (Unaudited)	March 31, 2010
CURRENT ASSETS		
Cash and cash equivalents	\$ 1,195,530	\$ 1,931,757
Accounts receivable, net	2,651,235	1,092,037
Marketable securities-available for sale	3,000	7,154
Inventories	1,175,080	624,679
Prepaid expenses	3,184	999
Total Current Assets	5,028,029	3,656,626
PROPERTY AND EQUIPMENT, net	701,415	559,326
TOTAL ASSETS	\$ 5,729,444	\$ 4,215,952
LIABILITIES AND STOCKHOLDERS' EQUITY		
CURRENT LIABILITIES		
Accounts payable	\$ 689,931	\$ 216,904
Accrued liabilities	21,335	25,454
Income taxes payable	214,837	494,321
Total Current Liabilities	926,103	736,679
TOTAL LIABILITIES	926,103	736,679
STOCKHOLDERS' EQUITY		
Preferred shares: \$0.001 par value, 10,000,000 shares authorized: no shares issued and outstanding	-	-
Common shares: \$0.001 par value, 100,000,000 shares authorized: 45,000,000 shares issued and outstanding	45,000	45,000
Additional paid-in capital	(21,281)	(51,449)
Accumulated other comprehensive income	454,594	272,416
Retained earnings	4,325,028	3,213,306
Total Stockholders' Equity	4,803,341	3,479,273
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$ 5,729,444	\$ 4,215,952

The accompanying notes are an integral part of these consolidated financial statements.

PROFIRE ENERGY, INC. AND SUBSIDIARY
Condensed Consolidated Statements of Operations and Other Comprehensive Income (Loss)
(Unaudited)

	For the Three Months Ended December 31,		For the Nine Months Ended December 31,	
	2010	2009	2010	2009
REVENUES				
Sales of goods, net	\$ 2,454,499	\$ 2,434,318	\$ 5,016,310	\$ 4,023,208
Sales of services, net	241,918	202,124	588,753	510,306
Total Revenues	2,696,417	2,636,442	5,605,063	4,533,514
COST OF SALES				
Cost of goods sold	1,060,363	869,218	2,083,037	1,550,583
GROSS PROFIT	1,636,054	1,767,224	3,522,026	2,982,931
OPERATING EXPENSES				
General and administrative expenses	464,384	219,327	1,112,328	966,005
Payroll expenses	300,229	187,472	714,217	510,353
Depreciation expense	24,563	11,138	64,027	32,056
Total Operating Expenses	789,176	417,937	1,890,572	1,508,414