

PROFIRE ENERGY INC
Form 10-Q
February 13, 2009
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, 2008

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 333-119234

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.)

1245 Brickyard Road, Suite 590

Salt Lake City, Utah

(Address of principal executive offices)

84106

(Zip Code)

(801) 433-2000

(Registrant's telephone number, including area code)

The Flooring Zone, Inc.

(Former name, if changed since last report)

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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 is a large accelerated filer, an accelerated filer, a non-accelerated filer or a smaller public 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 4, 2009, the registrant had 45,000,000 shares of common stock, par value \$0.001, issued and outstanding.

PROFIRE ENERGY, INC.

(FKA THE FLOORING ZONE, INC.)

FORM 10-Q

TABLE OF CONTENTS

PART I — FINANCIAL INFORMATION

Item 1. Financial Statements

Condensed Consolidated Balance Sheets as of December 31, 2008 (Unaudited) and March 31, 2008	3
Condensed Consolidated Statements of Operations and Other Comprehensive Income (Loss) (Unaudited) for the three month and nine month periods ended December 31, 2008 and 2007	5
Condensed Consolidated Statements of Cash Flows (Unaudited) for the nine month periods ended December 31, 2008 and 2007	6
Notes to Condensed Consolidated Financial Statements (Unaudited)	7

Item 2. Management's Discussion and Analysis of Financial Condition

and Results of Operations 11

Item 3. Quantitative and Qualitative Disclosure about Market Risk 18

Item 4. Controls and Procedures 18

PART II — OTHER INFORMATION

Item 1A. Risk Factors 20

Item 2. Unregistered Sales of Equity Securities and Use of Proceeds 20

Item 4. Results of Votes of Securities Holders 20

Item 6. Exhibits 20

Signatures 21

PART I. FINANCIAL INFORMATION**Item 1. Financial Information**

PROFIRE ENERGY, INC. AND SUBSIDIARY
(FKA THE FLOORING ZONE, INC. AND SUBSIDIARY)
 Condensed Consolidated Balance Sheets

ASSETS

	December 31, 2008 (unaudited)	March 31, 2008
CURRENT ASSETS		
Cash and cash equivalents	\$ 27,275	\$ 33,097
Accounts receivable, net	1,561,711	1,313,638
Marketable securities-available for sale	11,342	13,450
Inventory	662,156	438,985
Prepaid expenses	338	403
Total Current Assets	2,262,822	1,799,573
PROPERTY AND EQUIPMENT, net	338,915	427,679
TOTAL ASSETS	\$ 2,601,737	\$ 2,227,252

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

PROFIRE ENERGY, INC. AND SUBSIDIARY
(FKA THE FLOORING ZONE, INC. AND SUBSIDIARY)
Condensed Consolidated Balance Sheets

LIABILITIES AND STOCKHOLDERS' EQUITY

December 31, 2008 (unaudited)	March 31, 2008
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