

BMP Sunstone Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

BMP Sunstone Corporation 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 BMP Sunstone Corporation and its competitors. This provides our Clients with a clear understanding of BMP Sunstone Corporation position in the Industry.

The report contains detailed information about BMP Sunstone Corporation 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 BMP Sunstone Corporation. 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 BMP Sunstone Corporation 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 BMP Sunstone Corporation 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 BMP Sunstone Corporation business.

About BMP Sunstone Corporation

BMP Sunstone Corporation, a specialty pharmaceutical company, engages in the development, manufacture, and sale of over-the-counter (OTC), medicinal brands for women and children in China. The company also provides other international pharmaceutical manufacturers with a single point of contact for services, including clinical research and product registration, marketing and promotional support, and product distribution, to facilitate the introduction of their pharmaceutical products into the Chinese market.

The company's business in Manufactured Products medicines for children and women is conducted primarily by its subsidiary Sunstone (Tangshan) Pharmaceutical Co., Ltd. (Sunstone). Integrated market-entry services for international pharmaceutical manufacturers are provided through Beijing Med-Pharm Co. Ltd. (BMP China), Beijing WanWei Pharmaceutical Co., Ltd. (WanWei), and Shanghai Rongheng Pharmaceutical Co., Ltd. (Rongheng).

Sunstone (Manufactured Products Segment)

Manufactured Products segment consists of the operations of Sunstone. Sunstone focuses on medicines for women and children.

Products

Sunstone markets three brand families Goodbaby, Confort, and Nemei.

Major products in the Goodbaby brand family include Pediatric Paracetamol and Amantadine Hydrochloride Granules, Pediatric Huatan Coughing Granules, Pediatric Kechuanling Oral Solution, Amoxicillin and Clavulanate Dispersible Tablets for children, Amoxicillin Dispersible Tablets, Roxithromycin Dispersible Tablets, Pidotimod Tablets, Montmorillonite Granules, and Pediatric Vitamin Granules.

The product portfolio under the Confort brand includes multiple products for vaginal infections, including Compound Zedoary Turmeric Oil Suppository, Econazole Nitrate Suppository, Clotrimazole and Chlorhexidine Acetate Suppositories and Nifuratel-Nystatin Vaginal Soft Capsules.

The Nemei brand family consists of various OTC women's health products related to nutrition and general well being.

Related Subsidiaries

Sunstone Shengda (Zhangjiakou) Pharmaceutical Co., Ltd. focuses on antibiotic research, development and production. It has approval to manufacture approximately 76 products, and primarily focuses on penicillin and cephalosporin products.

WanWei (Pharmaceutical Distribution Segment)

WanWei distributes medicinal products. It distributes TCMs, chemical pharmaceutical preparations, chemical pharmaceutical products, antibiotics, biochemical drugs, biological products, and psychotropic drugs (Category II). It supplies raw materials for medicinal compounding at key hospitals in the region of Beijing. WanWei is also a qualified supplier of raw materials for medicinal precursor chemicals, Category II psychotropic drugs, protein assimilation drugs, and peptide hormones. WanWei acts as the agent in Beijing for suppliers' products.

Under this arrangement with BMP China, WanWei has become the sole distributor for Propess, Anpo and Ferriprox in China. In 2009, the company acquired promotional rights in China for Depo-Provera (a treatment for endometriosis) from Pfizer. WanWei has developed a nationwide distribution network consisting of 48 distributors in

approximately 22 provinces/municipalities and 38 cities comprising the main economically developed regions of China.

WanWei Product Portfolio

WanWei distributes approximately 800 products, including approximately 8 products on an exclusive basis, in Beijing or throughout China.

Rongheng (Pharmaceutical Distribution Segment)

Rongheng has a distribution network that covers 300 hospitals and 1,000 retail pharmacies through Tier 2 distributors. Rongheng distributes approximately 450 products.

BMP China (Licensed Products Segment)

Licensed Products Segment consists of the operations of BMP China, which is headquartered in Beijing, China. BMP China has developed into a professional pharmaceutical marketing company focused on obstetrics, gynecology and pediatrics, and provides a package of tailored market-entry services from registration of imported medicines through professional promotion of approved products and life-cycle management for western pharmaceutical manufacturers that are seeking to enter the Chinese market.

Competition

The major competitor to the company's Goodbaby products is Shanghai Johnson and Johnson Pharmaceuticals, Ltd's cold medicines. The major competitor to its Confort products is miconazole nitrate suppositories manufactured by Xi'an Janssen Pharmaceutical, Ltd.

History

BMP Sunstone Corporation was incorporated in 2003.

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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