

# Cepheid Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Cepheid 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 Cepheid and its competitors. This provides our Clients with a clear understanding of Cepheid position in the [Pharmaceuticals and Biotechnology](#) Industry.

The report contains detailed information about Cepheid 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 Cepheid. 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 Cepheid 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 Cepheid 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 Cepheid business.

## **About Cepheid**

Cepheid, a molecular diagnostics company, develops, manufactures, and markets integrated systems for testing in the clinical market, as well as for application in its biothreat, industrial, and partner markets.

The company's systems enable molecular testing for organisms and genetic-based diseases by automating otherwise complex manual laboratory procedures. The company's systems integrate these steps and analyze complex biological samples in its proprietary test cartridges.

## **Products**

The company's two principal systems are the GeneXpert and SmartCycler. The GeneXpert system, its primary offering in the clinical market, integrates sample preparation in addition to DNA amplification and detection. The GeneXpert system is designed for a range of user types ranging from reference laboratories and hospital central laboratories to satellite testing locations, such as emergency departments and intensive care units within hospitals and doctors' offices. The GeneXpert system is also its main system in the Biothreat market. The SmartCycler system integrates DNA amplification and detection to allow analysis of a sample.

In the Clinical market, the company offers tests for both the GeneXpert and the SmartCycler systems in the areas of healthcare associated infections, critical infectious disease, genetics, women's health, and oncology. These tests include U.S. Food and Drug Administration (FDA) cleared products, such as IVD medical devices, CE Marked products (CE IVD), analyte specific reagents (ASRs), and research use only (RUO) tests.

In March 2009, the company released the Xpert MSRA/SA nasal test as a European CE IVD Mark product under the European Directive on IVD medical devices. The test is designed for the simultaneous detection of nasal carriage of both MRSA and Methicillin-sensitive staphylococcus aureus. The company's Xpert MRSA/SA nasal test provides determination of pre-operative carrier status by detecting MRSA and S. aureus, enabling clinicians to determine the course of treatment for colonized patients.

In April 2009, the company released Xpert Mycobacterium tuberculosis/rifampicin (MTB/RIF) as a CE IVD Mark product under European Directive on IVD medical devices. In June 2009, the company released its improved Xpert BCR-ABL Monitor test to be marketed as a CE IVD product under the European Directive on IVD medical devices. The test detects the BCR-ABL chromosomal translocation. The test is intended to aid European clinicians in the monitoring of patients with Chronic Myelogenous Leukemia.

In July 2009, the company received FDA clearance for its Xpert Clostridium difficile (C. difficile) test to detect the bacterium that causes Clostridium difficile infection (CDI). In September 2009, the company received FDA clearance to market its Xpert HemosIL Factor II (FII) and Factor V Leiden (FV) diagnostic test in the U.S. The test detects FII and FV genetic variations associated with thrombophilia, a risk of blood clots (thrombosis).

In September 2009, the company launched the GeneXpert Infinity instrument for high volume testing. The Infinity uses robotic cartridge handling and a touch screen driven menu, to run approximately 1,300 different molecular tests during any 24-hour period, depending upon test selection.

In the Industrial market, the company sells its SmartCycler system along with general use PCR reagents and reaction tubes.

In the Biothreat market, the GeneXpert system is the main platform. GeneXpert modules have been integrated into the BDS purchased by the USPS. The company has

tests available for *Bacillus anthracis*, *Yersinia pestis*, and *Francisella tularensis*.

In the Partner market, the company sells various products primarily to partners who resell them to end-users for clinical applications.

### Distribution and Collaboration Arrangements

The company has an agreement for a strategic commercial relationship with bioMerieux, Inc. (bioMerieux) for bioMerieux to develop DNA testing products using its proprietary Nucleic Acid Sequence-Based Amplification technology to be run on systems employing its GeneXpert and SmartCycler systems.

The company has an agreement with the Foundation for Innovative New Diagnostics (FIND) to develop a rapid test that can detect mycobacterium tuberculosis and associated rifampin resistance from human sputum samples.

### Competition

The company's competitors include Life Technologies Corporation; F. Hoffmann-La Roche Ltd.; Abbott Laboratories; Becton, Dickinson and Company; Qiagen N.V.; Celera Corporation; Gen-Probe, Inc.; Meridian Bioscience, Inc.; Siemens AG; Hologic, Inc.; bioMerieux; and Beckman Coulter, Inc.

### History

Cepheid was founded in 1996.

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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## 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 3×3 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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