

# Chatsworth Data Solutions, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Chatsworth Data Solutions, Inc. 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 Chatsworth Data Solutions, Inc. and its competitors. This provides our Clients with a clear understanding of Chatsworth Data Solutions, Inc. position in the Industry.

The report contains detailed information about Chatsworth Data Solutions, Inc. 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 Chatsworth Data Solutions, Inc.. 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 Chatsworth Data Solutions, Inc. 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 Chatsworth Data Solutions, Inc. 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 Chatsworth Data Solutions, Inc. business.

### **About Chatsworth Data Solutions, Inc.**

Chatsworth Data Solutions, Inc., through its wholly owned subsidiary, Chatsworth Data Corporation (CDC), engages in the design, manufacture, and sale of optical mark readers, scanners, impact recording devices, and cable testers.

#### **Products**

##### **Optical Mark Readers**

The company offers optical mark readers primarily to the educational, voting, and gaming markets. In addition, it also targets health care information services industry. The company has created an OMR unit to process data cards.

The company sells its products to the on line vendors. Its products are distributed by resellers, including GTECH and Scientific Games.

##### **Scanners**

CDC has developed commercial grade scanners in two models, including a full page (A4, 8.50 inch wide) single sheet feed unit and a compact (A7, 3.25 inch wide) unit. It

offers both units with simplex and/or duplex capabilities. The company intends to market its scanners in the education, healthcare, vote tabulation, gaming/lottery, government, and retail vertical markets. These products would be sold primarily to original equipment manufacturers (OEM's) and value-added resellers (VAR's).

CDC has also developed a full page duplex read scanner that it intends to sell in the retail market and VAR's. The scanner would be marketed under the ExecuSCAN brand name. The ExecuSCAN is targeted for business that requires the retention of mass volumes of documents that are scanned into file servers, such as real estate, insurance claims processing, healthcare, financial services, legal and accounting services, and government record-keeping.

### Impact Recorders

The company manufactures both impact recorders and impact indicators to detect damage which occurs during shipment of sensitive equipment, such as jet aircraft engines, power transformers and turbines, and other sensitive electronic systems. CDC markets its impact indicators under the Protect -A-Pak brand name.

The company's impact recorders and impact indicators are used in damage prevention programs incorporating impact recorders for the material handling, packaging and transportation industries. In addition, these are also used by insurance companies to monitor shipments to determine fault and liability in the event of damage in shipment.

### Sales and Marketing

The company primarily markets its products in the United States. The company has distribution arrangement with Pearson Data Group (Pearson), through which the company's products can be marketed and sold to commercial markets, including education, health care, and lotteries through the Pearson's network of 46 independent distributors that sell in 71 countries.

### Competition

OMRs: The company competes with Renaissance Learning Systems and Pearson Data Group.

Gaming: The company competes with Peripheral Dynamics.

Scanners: The company competes with Peripheral Dynamics.

Impact Recorders: The company's major competitors include Shockwatch and Impact Register, Inc.

## History

Chatsworth Data Solutions, Inc. was founded in 1971.

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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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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