

Cree Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Cree 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 Cree Inc. and its competitors. This provides our Clients with a clear understanding of Cree Inc. position in the [Semiconductor](#) Industry.

The report contains detailed information about Cree 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 Cree 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 Cree 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 Cree 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 Cree Inc. business.

About Cree Inc.

Cree, Inc. engages in the development and manufacture of semiconductor materials and devices primarily based on silicon carbide (SiC), gallium nitride (GaN), and related compounds. The company also develops power and radio frequency (RF) products.

Products

The company produces light emitting diode (LED) products, and power and RF products.

LED Products

The company's LED products include LED components, LED chips, LED lighting products, and SiC wafers.

LED Chips: The company's LED chip products include blue and green devices made from GaN and related materials. LED chips or die are solid-state electronic components used in various applications and are available in various brightness levels, wavelengths (color), and sizes. The company uses its LED chips in the manufacturing of its LED components. Its customers use its blue and green high-brightness LED chips in various applications, including video screens, gaming displays, such as pachinko, function

indicator lights, and automotive backlighting. The company's customers also combine its blue LED chips with phosphors to create white LEDs, which are used in various applications for indoor and outdoor illumination, and backlighting, including the backlight for full-color display screens, liquid crystal display (LCD) backlighting, white keypads, and the camera flash function.

LED Components: The company's LED components include a range of packaged LED products from its XLamp LED components and LED modules for lighting applications to its high-brightness LED components. Its XLamp LED components are lighting class packaged LED products designed to meet a range of market needs for lighting applications, including general illumination (both indoor and outdoor applications), portable, architectural, signal, and transportation lighting. It also uses its XLamp LED components in its LED lighting products. Its high brightness LED components consist of surface mount (SMD) and through-hole packaged LED products. Its SMD LED component products are available in a range of colors designed to meet a range of market needs, including video, signage, general illumination, automotive, gaming, and specialty lighting. The company's through-hole packaged LED component products are available in a range of colors primarily designed for the signage market and provide users with a color and brightness consistency across a viewing area.

LED Lighting: The company's LED lighting products include LED down lights, LED troffers, and LED lamps or bulbs. These lighting products are targeted for construction, retrofit, and renovation projects in commercial, governmental, and residential applications.

SiC Wafers: The company manufactures SiC wafers for sale to corporate customers who use the wafers to manufacture products for optoelectronic, microwave, power switching, and other applications. Corporate, government, and university customers also buy SiC materials for research and development directed at optoelectronic, microwave, and high power devices. It sells its wafers as a bare wafer or with epitaxial films of SiC or GaN materials.

Power and RF Products

The company's power and RF products include power rectifiers made from SiC, and also include RF devices made from SiC or GaN.

Power Devices: The company's SiC-based power products include 600, 1,200, and 1,700-volt Schottky diodes. Its customers purchase Schottky diode products for use in

power factor correction circuits for power supplies in computer servers and other applications, such as solar inverters. The company is developing additional SiC-based power devices that may have various potential uses in applications for power conditioning, solar inverters, power supplies, and motor controls.

RF Devices: The company offers various GaN high electron mobility transistors (HEMTs) and monolithic microwave integrated circuits (MMICs), which are optimized for either military or commercial applications. It also offers 10-watt and 60-watt SiC transistors, or metal-semiconductor field effect transistor (MESFET) products for military and instrumentation applications.

The company also provides foundry services for bandgap MMICs. The MMIC foundry service allows a customer to design their own custom RF circuit to be fabricated in its MMIC foundry, or have custom MMIC design for the customer and fabricate the chips.

Sales and Marketing

The company's direct sales and marketing team is located in North Carolina. It has an international sales, marketing, and technical applications team in the following countries: Austria; Japan; China; Malaysia; Germany; Singapore; Great Britain; South Korea; Hong Kong; Sweden; Italy; and Taiwan.

Customers

The company's major customers include Arrow Electronics, Inc. and World Peace Industrial Co., Ltd.

Competition

LED Chips: The company's competitors include Nichia Corporation (Nichia), Epistar Corporation, and Toyoda Gosei Co., Ltd.

LED Components: The company's primary competitors include Nichia; OSRAM Semiconductor GmbH (OSRAM); Philips Lumileds Lighting Company, LLC; Avago Technologies Limited; Edison Opto Corporation; Kingbright Corporation; Samsung LED Company; and Seoul Semiconductor Co., Ltd.

LED Lighting: The company's competitors include Acuity Brands Lighting Inc.; Cooper Lighting; General Electric Company; OSRAM; and Royal Philips Electronics N.V.

Power Devices: The company's competitors include Technologies AG and STMicroelectronics.

RF Devices: The company's competitors include Electric Device Innovations, Inc.; RF Micro Devices Inc.; Nitronex Corporation; and Triquint Corporation.

History

Cree, Inc. was founded in 1987.

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 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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