

Digital Angel Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Digital Angel 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 Digital Angel Corporation and its competitors. This provides our Clients with a clear understanding of Digital Angel Corporation position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about Digital Angel 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 Digital Angel 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 Digital Angel 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 Digital Angel 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 Digital Angel Corporation business.

About Digital Angel Corporation

Digital Angel Corporation develops identification and security products for consumer, commercial and government sectors worldwide.

As of December 31, 2009, the company's business operations consisted primarily of the operations of its wholly owned subsidiary, Destron Fearing Corporation and its wholly-owned subsidiaries, which collectively refer as Destron Fearing, and its 98.5% owned subsidiary, Signature Industries Limited (Signature).

Segments

The company operates in two business segments, Animal Identification, which includes the operations of Destron Fearing; and Emergency Identification, which includes the operations of Signature.

Animal Identification Segment

This segment develops, manufactures, and markets visual and electronic identification tags and implantable radio frequency identification (RFID) microchips, primarily for identification, tracking and location of companion pets, livestock (cattle and hogs),

horses, fish and wildlife worldwide for animal bio-sensing applications, such as temperature reading for companion pet and livestock applications.

This segment's principal products are visual and electronic ear tags for livestock; and implantable microchips and RFID scanners for the companion pet, livestock, horses, fish and wildlife industries.

The Animal Identification segment consists of Destron Fearing's operations located in Minnesota and its wholly-owned subsidiaries, including DSD Holding A/S and Destron Fearing A/S and its subsidiaries, which have operations in Denmark and Poland (collectively referred to as 'Destron Fearing A/S'); and Digital Angel International, Inc. and its subsidiaries located in Argentina, Brazil, Chile, Paraguay and Uruguay.

The company holds patents on its syringe-injectable microchip for use in animals. Each microchip is individually inscribed and programmed to store a permanent 10 to 16-digit alphanumeric identification code. The company's patented Bio-Thermo implantable microchip product provides temperature readings of animals by passing an RFID handheld scanner over the animal or by having the animal walk through a portal scanner.

The company's pet identification and location system involves the insertion of a microchip, with identifying information, in the animal. Scanners located at animal shelters, veterinary clinics and other locations can determine the animal's owner and other information.

The company's miniature RFID microchips are also used for the tagging of fish, especially salmon, for identification by biologists and governments in environmental programs and studies, migratory studies and other purposes.

In addition to pursuing the market for permanent identification of companion animals and tracking microchips for fish, the company also produces visual and RFID identification products, for livestock producers. The tracking of cattle and hogs is crucial to provide security both for asset management and for disease control and food safety.

New Products

In 2009, the company introduced the DTR-4 handheld reader enhancing the feature set of the already DTR-3 reader. Useful in cattle, swine, and equine applications, the display provides the user with the ability to see tag data without having to communicate

with a host computer.

The company also introduced in 2009 its Rapid Response program, where customers can place orders for identification tags in the morning and it would ship that same afternoon, eliminating long waiting periods when tags are urgently needed.

Sales, Marketing and Distribution

The company's companion pet identification and location system is marketed in the U.S. by Schering-Plough Animal Health Corporation (Schering-Plough) under the brand name Home Again Pet Recovery Service.

The company has a product supply and distribution agreement with Schering-Plough Home Again LLC, a wholly owned subsidiary of Schering-Plough, to provide electronic identification microchips and scanners as part of the Home Again Proactive Pet Recovery Network. Schering-Plough's network markets the electronic pet identification system under the brand name HomeAgain.

The company's companion pet/equine product is also market

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.
The complete financial data is available for publicly traded companies.

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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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