

Kraton Performance Polymers Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Kraton Performance Polymers 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 Kraton Performance Polymers Inc. and its competitors. This provides our Clients with a clear understanding of Kraton Performance Polymers Inc. position in the [Chemical Industry](#).

The report contains detailed information about Kraton Performance Polymers 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 Kraton Performance Polymers 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 Kraton Performance Polymers 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 Kraton Performance Polymers 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 Kraton Performance Polymers Inc. business.

About Kraton Performance Polymers Inc.

Kraton Performance Polymers, Inc., through its subsidiaries, engages in the production and marketing of styrenic block copolymers (SBCs) under the KRATON brand. The company's SBC products are found in various everyday applications, including disposable baby diapers, the rubberized grips of toothbrushes, razor blades, power tools, and in asphalt formulations used to pave roads.

The company also develops, manufactures, and markets niche, non-SBC products, such as isoprene rubber latex (IRL), which is a synthetic substitute for natural rubber latex. Its IRL products are used in applications, such as surgical gloves.

Products

The company's Kraton polymer products are elastomers, which are engineered for a range of end-use applications. Its products can be processed in various manufacturing applications, including injection molding, blow molding, compression molding, extrusion, hot melt, and solution applied coatings.

The company offers its customers a portfolio of products that includes approximately

200 core commercial grades of SBCs. It manufactures its products along five primary product lines based upon polymer chemistry and process technologies: unhydrogenated SBCs (USBCs); hydrogenated SBCs (HSBCs); Isoprene Rubber (IR); IRL; and compounds. The majority of worldwide SBC capacity is used in the production of USBCs, which are primarily used in the paving and roofing, adhesives, sealants and coatings and footwear end-use applications. HSBCs are primarily used in higher value-added end-uses, including soft touch and flexible materials, personal hygiene products, medical products, automotive components and certain adhesives, and sealant applications.

HSBCs: The company's HSBC polymers are used in production of soft compounds for handles and grips and elastic components in diapers. Its HSBC product portfolio includes approximately 70 commercial grades of products. HSBCs are primarily used in its advanced materials and its adhesives, sealants and coatings end-use markets to impart improved performance characteristics, such as: stretch properties in disposable diapers and adult incontinence products; soft feel in various consumer products, such as razor blades, power tools, and automobile internals; impact resistance for demanding engineering plastic applications; flexibility for wire and cable plastic outer layers; and improved flow characteristics for industrial and consumer sealants lubricating fluids.

USBCs: The company's USBC product portfolio includes approximately 90 commercial grades of products. USBCs are used in its end-use markets in a range of products to impart desirable characteristics, such as resistance to temperature and weather extremes in roads and roofing; resistance to cracking, reduced sound transmission and better drainage in porous road surfaces; impact resistance for consumer plastics; and adhesive applications, such as packaging tapes and labels, and materials used in disposable diapers.

IR: Isoprene Rubber (formed from polymerizing isoprene) is a line of isoprene rubber products and is a non-SBC product. The company's IR polymers are available as bales of rubber or as latex. IR polymers are used in the production of medical products, adhesives, tackifiers, paints, coatings, and photo-resistors.

IRL: Isoprene Rubber Latex (emulsion of IR in water) is a substitute for natural rubber latex, particularly in applications with requirements, such as medical, healthcare, personal care and food contact operations. The company's IRL is polyisoprene latex with controlled structure and low chemical impurity levels manufactured through an anionic polymerization process followed by a proprietary latex processing step both of which were developed by the company.

Compounds: The company's compounds are a mixture of Kraton polymers and other polymers, resins, oils or fillers to improve the final properties for processing.

Compounds cover a range of polymers tailored to meet specific customer needs in consumer and industrial applications. Compounds can be formulated so that they can be extruded, injection molded, and foamed to meet the final application requirements. These products are primarily used in soft-touch grips, sporting equipment, automotive components and personal care products.

Competition

The company's major competitors in the SBC industry are Asahi Chemical; Chi Mei; Dexco Polymers; Dynasol Elastomers; Kuraray Company; Korea Kumho P.C.; Lee Chang Yung; LG Chemical; Polimeri Europa; Sinopec; Taiwan Synthetic Rubber Corporation; and Zeon Corporation.

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 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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