

Laird PLC Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Laird PLC 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 Laird PLC. 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 Laird PLC 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 Laird PLC 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 Laird PLC business.

About Laird PLC

The Laird Group plc, a holding company, engages in the design, manufacture, and supply of products and services to the electronics and the residential building industries. The company principally operates in North America, Europe, and across Asia.

DIVISIONS

Laird markets electronics and security systems globally that operates its business in two core divisions, Laird Technologies and Laird Security Systems.

Laird Technologies Division

The company's Laird Technologies division supplies telecommunications, data transfer and information technology, as well as to the automotive, aerospace and defence, consumer electronics, medical and industrial markets internationally. In the global market the Laird Technologies division engages in the design and supply of both electromagnetic interference (EMI) shielding solutions and wireless handset antennae.

Laird Technologies Division also engages in the design and supply of thermal management products and solutions for electronic devices and has an increasing presence in the emerging markets of telematics and Wi-Fi. Its products, often

codesigned in conjunction with its customers, are critical in protecting or enhancing the performance of electronic devices. Laird technologies division provides absorbers and shielding for EMI and antennae pattern improvement on military platforms and on-board electronics.

In October 2004 Laird Technologies acquired Centurion Wireless Technologies, which engages in the design and supply of antennae for wireless handsets and land mobile radios, and which has a growing presence in the emerging markets of telematics and Wi-Fi globally.

The company has sales offices in Korea and Taiwan.

Laird Security Systems Division

The company's laird security systems division engages in the design, development, manufacture, and distribution of improved solutions to improve performance and improve protection and security for the residential building and home improvement markets. It offers security and hardware products for doors and windows. It provides products and solutions, including window and door hardware, composite doors, conservatories and specialist windows, uPVC profiles and products and weather-stripping seals.

Laird Lifestyle Products manufactures low maintenance uPVC windows, composite and GRP entrance doors and conservatories, which are sold through major DIY retailers throughout the U.K.

The laird security systems integrate its global capabilities in its door hardware range of locks, hinges, and door furniture. This growth was achieved in both the U.K. and North America. In 2005 the company expects to see further growth in the volumes of product manufactured in Asia, both as a result of continuing growth in its hardware products in the U.S. and with the further transfer of production from one of the U.K. facilities.

In January 2005 the company acquired CATERON. CATERON supplies EMI shielding fabric over foam gaskets and tape to the global PC notebook market.

Discontinued Operations:

In October 2004 the company completed the divestment of Laird Plastics, its North American plastics distribution business, to a subsidiary of the Blackfriars Corporation.

Customers

The company's major customers include Panasonic, Sony, Fujitsu, LG Electronics and Samsung.

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.
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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?

I would like to order

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