

Martek Biosciences Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Martek Biosciences Corp. 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 Martek Biosciences Corp. and its competitors. This provides our Clients with a clear understanding of Martek Biosciences Corp. position in the Industry.

The report contains detailed information about Martek Biosciences Corp. 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 Martek Biosciences Corp.. 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 Martek Biosciences Corp. 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 Martek Biosciences Corp. 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 Martek Biosciences Corp. business.

About Martek Biosciences Corp.

Martek Biosciences Corporation engages in the development and commercialization of nutritional products from microalgae, fungi and other microbes.

The company developed and commercialized life'sDHA, a vegetarian source of the omega-3 fatty acid DHA (docosahexaenoic acid), for use in infant formula, pregnancy and nursing products, foods and beverages, dietary supplements, and animal feed. It also produces life'sARA, a vegetarian source of the omega-6 fatty acid ARA (arachidonic acid), for use in infant formula.

Nutritional Products

The company has developed production methods and intellectual property for two important fatty acids, DHA and ARA. It sells oils containing these fatty acids as life'sDHA, DHASCO, Neuromins, ARASCO, and life'sARA. The company derives DHA from microalgae and ARA from fungi, using proprietary processes.

The company sponsors and participates with others in research to determine the benefit of DHA supplementation on cardiovascular health, Alzheimer's disease and dementia. Additionally, Martek supports and provides oils for multiple ongoing clinical trials

designed to further explore the benefits of DHA supplementation during pregnancy and nursing to assess the outcomes on both mother and child.

The infant formulas supplemented with the company's DHA and ARA manufactured by six of its licensees have been sold in the United States include: Mead Johnson Nutritionals under the EnfamilLIPIL brand; Abbott Laboratories under its Similac ADVANCE brand; Nestle under its Good Start Supreme DHA & ARA brand; PBM Products, Inc. under the brands Bright Beginnings, Vermont Organics and under private label brands, including Wal-Mart Parent's Choice; Hain Celestial under the brand Earth's Best; and Nutricia North America under the brand Neocate.

The company's customers include infant formula market leaders Mead Johnson Nutritionals, Nestle, Abbott Nutrition, Pfizer, and Danone, each of whom is selling infant formula supplemented with its nutritional oils. Its customers are selling infant formula products containing its oils collectively in approximately 75 countries. In addition, certain infant formula customers are selling products that contain its nutritional oils and target the markets for children ages nine months to seven years of age and older.

In addition to the DHA the company sells for use in infant formula, it developed certain separate and distinct DHA technology, DHA-S, that is derived from a different algal strain than its DHA authorized for addition to infant formula. DHA algal oil is also regarded as a traditional food in Japan and, as such, is acceptable for use in foods and beverages and dietary supplements.

The company sells DHA-S products into the dietary supplement, food and beverage, pregnancy and nursing and animal feed markets domestically and internationally. Its DHA-S and its infant formula DHA are each marketed under the brand life'sDHA.

Collaborations

In addition to selling microbial-based nutritional products, the company also performs work in connection with technical collaborations with corporate partners.

In August 2009, the company entered into a collaboration agreement with BP for the joint development of biofuels from microbial oils.

In February 2009, the company entered into a license agreement with an international food company for certain technology expected to be used in the production of Martek's life'sDHA for certain applications. Under the agreement, Martek was granted a

perpetual and generally license to the technology.

The company has a collaboration agreement with a Canadian biotechnology company to co-develop DHA products from plants.

Contract Manufacturing

The company provides certain contract manufacturing services at its Kingstree, South Carolina facility. The facility's fermentation capacity and various types of recovery equipment allow it to customize production processes for its customers and produce at significant volumes. The company's contract manufacturing services are particularly suited for the contracted production of enzymes, specialty chemicals, vitamins and agricultural specialty products.

Competition

The company's potential competitors include BASF AG, DSM, Cargill, Inc., Nippon Suisan, Suntory Limited, Archer Daniels Midland Company, Lonza Group, LTD, Nagase & Co., Ltd., Ocean Nutrition, and Monsanto.

History

Martek Biosciences Corporation was founded in 1985.

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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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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