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

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Abstracts

Masimo 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 Masimo Corporation and its competitors. This provides our Clients with a clear understanding of Masimo Corporation position in the Healthcare Equipment and Supplies Industry.

The report contains detailed information about Masimo 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 Masimo 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 Masimo 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-

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term solvency. This sort of company's information will assist and strengthen your company’s decision-making processes.

In the part that describes Masimo 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 Masimo Corporation business.

About Masimo Corporation

Masimo Corporation, a global medical technology company, develops, manufactures, and markets noninvasive patient monitoring products that improve patient care.

Products

The company develops, manufactures, and markets a family of noninvasive blood constituent patient monitoring solutions that consists of a monitor or circuit board and its proprietary single-patient use and reusable sensors and cables. In addition, the company offers remote monitoring and clinician notification solutions, such as the Masimo Patient SafetyNet. The company’s solutions and related products are based upon its proprietary Masimo Signal Extraction Technology (Masimo SET) algorithms. This software-based technology is incorporated into various product platforms depending on its customers’ specifications. The company sells its products to end-users through its direct sales force and certain distributors, and to original equipment manufacturer (OEM) partners, for incorporation into their products.

Circuit Boards

Masimo SET MS Circuit Boards: The company’s Masimo SET MS circuit boards

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perform signal processing and other pulse oximetry functions incorporating the Masimo SET platform. The company's MS circuit boards are included in its proprietary monitors for direct sale or sold to its OEM partners for incorporation into their monitors. Once incorporated into a pulse oximeter, the MS circuit boards perform data acquisition processing and report the pulse oximetry levels to the host monitor. The circuit boards and related software interface directly with its proprietary sensors to calculate arterial blood oxygen saturation level and pulse rate. The company's latest generation boards include the MS-2003, MS-2011, and MS-2013.

Masimo Rainbow SET MX Circuit Boards: The company's next-generation circuit board is the foundation for its Masimo Rainbow SET Pulse CO-Oximetry platform, utilizing technology licensed from Masimo Labs. The MX circuit boards measure arterial blood oxygen saturation levels and pulse rate, and have the circuitry to enable the measurement of total hemoglobin, oxygen content, carboxyhemoglobin, methemoglobin, PVI, and acoustic respiration rate, along with other potential parameters.

Monitors / Devices

Radical-7: The Radical-7 incorporates the MX circuit board, which enables Rainbow SET parameters, and offers three-in-one capability to be used as a standalone device for bedside monitoring; a detachable, battery-operated handheld unit for portable monitoring; and a monitor interface via SatShare, proprietary technology allowing its products to work with certain competitor products, to upgrade existing conventional multi-parameter patient monitors to Masimo SET while displaying Rainbow parameters on the Radical-7 itself. Radical-7 is an equipped standalone pulse CO-Oximeter with a detachable module, which functions as a battery-operated, handheld monitor. The company's SatShare technology enables a conventional monitor to upgrade to Masimo SET through a cable connection from the back of Radical-7 to the sensor input port of the conventional monitor. In addition, Masimo Rainbow SET parameters, such as total hemoglobin are available to clinicians on the Radical-7 itself while the device is being used in SatShare mode.

Rad-87: The Rad-87, which also contains Masimo Rainbow SET technology, is a device designed specifically for use in less acute settings than the Radical-7. The Rad-87 is available with a built-in bi-directional wireless radio for use as part of the Masimo Patient SafetyNet remote monitoring and clinician notification system.

Pronto: The Pronto is a handheld spot-check device, not a continuous monitoring

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device, using Masimo Rainbow SET technology, specifically designed to noninvasively provide hemoglobin levels in both hospitals (emergency departments) and any remote setting, such as physician offices or blood donation settings.

Rad-8: The Rad-8 is a bedside pulse oximeter featuring Masimo SET (but without Rainbow capability).

Rad-5: In addition to the bedside monitors, the company has developed handheld pulse oximeters using Masimo SET. The company's Rad-5 and Rad-5v handheld oximeters are hand

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.

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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

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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

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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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