

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

<https://marketpublishers.com/r/M465E92FEC3BEN.html>

Date: November 2019

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: M465E92FEC3BEN

Abstracts

Medra 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 Medra Corporation and its competitors. This provides our Clients with a clear understanding of Medra Corporation position in the Industry Industry.

The report contains detailed information about Medra 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 Medra 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 Medra 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 Medra 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 Medra Corporation business.

About Medra Corporation

DCH Technology, Inc. engages in the acquisition, development, and commercial exploitation of hydrogen-based technologies. The company concentrates on fuel cells, hydrogen-specific sensors and hydrogen safety. It focuses on technologies related to the use of hydrogen, primarily hydrogen gas sensors and fuel cells. The company has two wholly-owned subsidiaries, DCH Sensors Corp., a California subsidiary and Enable Fuel Cell Corporation a Wisconsin subsidiary.

Products

The company is presently manufacturing and selling a line of hydrogen sensors that are both mobile (a hand held unit) and stationary (wall ceiling or conduit mounted units) to a wide range of industries and customers. DCH also develops, manufactures and sells fuel cells from as small as 12 watts to as large as 5 kW.

Hydrogen Gas Sensors

The company's sensors are used to detect gaseous hydrogen. These sensors act to alert, warn, measure and/or control the flow and use of hydrogen. The company is currently developing products based on these technologies: the Robust Hydrogen

Sensor and the H2SCAN system.

The Robust Hydrogen Sensor

The Robust Hydrogen Sensor technology consists of an array of two sensing elements: field effect transistors (FET's) and resistors, both made of palladium nickel. Hydrogen reacts with the palladium nickel, and the reactions produce changes in the electrical signal of both devices corresponding to the amount of hydrogen in the environment.

The company offers the Robust Hydrogen Sensor technology in three basic forms. The first, an integration kit, is used for installation into customized systems as leak detectors and measurement devices. The second form consists of a hand-held unit, affording portability in hydrogen detection and measurement. The third form is a sensor system, a fixed installation arrangement for leak detection and/or measurement in remote locations. This third product has the ability to be remotely interrogated whenever desired, and may be coupled with a modem or radio tag which powers the sensor and sends an analog or digital signal back to a computer or other equipment at another location.

H2SCAN System

The company's state of the art H2SCAN hydrogen-specific sensing systems offer a robust, high performance alternative to gas detectors used in many industries today, including food processing, petrochemical production, semiconductor manufacturing, and glass and metals processing. The H2SCAN system incorporates its Robust Hydrogen Sensor in a system that gathers analyzes and communicates data to control systems or human interface devices at digital speed.

The H2SCAN system is packaged as an application-specific family of products, ranging from hand-held portable leak detectors to wall mounted leak detectors and process monitors and rack mounted multiple sensor systems. The H2SCAN system provides improved resolution and stability over a greater environmental temperature range relative to the DCH wall/ceiling-mount systems it replaces. The company demonstrated this product as a prototype to L3 Communications which resulted in a contract to develop an H2SCAN system for one of L3's telecommunications applications.

Thick Film Hydrogen Sensor

The sensor is fabricated with conventional thick film materials and methods (primarily

because of significant cost advantages). The design consists of several electronic compositions that are separately screen-printed and fired onto an alumina substrate. The key sensor composition is primarily composed of palladium metal because of its documented affinity for hydrogen.

Fiber Optic Hydrogen Sensor

DCH, through Amerisen, a joint venture with Midwest Research Technology, Inc. (MRT), commenced development of the Fiber Optic Hydrogen Sensor technology in 1996.

Fuel Cells

A fuel cell is a device that uses a fuel (usually hydrogen) to create electricity from an electrochemical process. A fuel cell produces clean power (electricity) with pure water as the only byproduct.

PEM FUEL CELL

The company is working with Los Alamos National Laboratory in Los Alamos, New Mexico (LANL) to commercialize its Proton-Exchange-Membrane (PEM) fuel cell -- a small, stackable device (each unit is approximately the same size as a soda can) that will deliver low power (less than 50 to 500 watts) reliably and cleanly.

The company produces PEM fuel cells in two power ranges, 5 to 50 watt and 1 kilowatt to 20 kilowatt. Each range is supported by licensed technology. The company's 5 to 50 watt fuel cells (Passive PEM technology) rely on technology relating to annular feed air breathing fuel cell stacks, invented and patented (under U.S. patent numbers 5,514,486 and 5,595,834) by the U.S. DOE at LANL. The fuel cell is designed to provide clean, economic low power.

Competition

The company's competitors include Hydrogenics, Plug Power, United Technology's ONSI Corporation and Ballard Power Systems.

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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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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