

# Medtronic, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Medtronic, 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 Medtronic, Inc. and its competitors. This provides our Clients with a clear understanding of Medtronic, Inc. position in the [Healthcare Equipment and Supplies](#) Industry.

The report contains detailed information about Medtronic, 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 Medtronic, 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 Medtronic, 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 Medtronic, 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 Medtronic, Inc. business.

### **About Medtronic, Inc.**

Medtronic, Inc. engages in the development, manufacture, and marketing of medical devices to alleviate pain, restore health, and extend life worldwide. The company serves physicians, clinicians, and patients in approximately 120 countries worldwide. The primary markets for its products are the United States, western Europe, and Japan.

The company's primary customers include hospitals, clinics, third party healthcare providers, distributors, and other institutions, including governmental healthcare programs and group purchasing organizations.

### **Segments**

The company functions in seven operating segments, which manufactures and sells device-based medical therapies, including Cardiac Rhythm Disease Management; Spinal; CardioVascular; Neuromodulation; Diabetes; Surgical Technologies; and Physio-Control.

### **CARDIAC RHYTHM DISEASE MANAGEMENT (CRDM)**

The CRDM segment offers products for the diagnosis, treatment, and management of

heart rhythm disorders and heart failure, including implantable devices, leads, and delivery systems that specifically address complex combinations of arrhythmias, ablation products, electrophysiology catheters, products for the treatment of atrial fibrillation (AF), and information systems for the management of patients with its devices.

The following are the principal products offered by its CRDM operating segment:

**Implantable Cardioverter-Defibrillators (ICDs):** An ICD continually monitors the heart and delivers therapy when an abnormal heart rhythm, such as tachyarrhythmia, or rapid heart rhythm occur, which may lead to sudden cardiac arrest. Its ICDs include the Virtuoso model and the Vision 3D portfolio, consisting of the Secura, Virtuoso II, and Maximo II models.

**Implantable Cardiac Resynchronization Therapy Devices (CRT-Ds and CRT-Ps):** Implantable cardiac resynchronization therapy devices treat heart failure patients by altering the abnormal electrical sequence of cardiac contractions. The company's CRT-Ds include the Concerto model and the Vision 3D portfolio of products, the Consulta, Concerto II, and Maximo II models. In addition to these devices, it offers left heart leads featuring the Attain family of products.

**Implantable Cardiac Pacemakers (Pacemakers):** A pacemaker is a battery-powered device implanted in the chest that delivers electrical impulses to treat bradycardia, a condition of abnormally slow or unsteady heart rhythms, usually approximately 60 beats per minute, or unsteady heart rhythms that cause symptoms, such as dizziness, fainting, fatigue, and shortness of breath. The company's Vision 3D pacemaker portfolio consists of the Adapta product family, which includes the Adapta, Versa, Sensia, and Relia models. It also has CE Mark approval for certain pacemaker systems compatible with MRI machines, which include the EnRhythm MRI SureScan, and Advisa MRI SureScan models.

**AF Products:** The company owns CryoCath Technologies Inc. (CryoCath) and its product, the CE Mark approved Arctic Front, a cryo-balloon catheter designed to treat paroxysmal AF by performing pulmonary vein isolation. Additionally, in 2009, the company acquired Ablation Frontiers, Inc. and its portfolio of anatomically shaped ablation catheters using its duty cycled, phased radio frequency energy system, which is CE Mark approved for the treatment of permanent and persistent AF. It also offers the Reveal XT Insertable Cardiac Monitor, which is designed to identify and quantify episodes of AF.

**Diagnostics and Monitoring Devices:** The Reveal DX and Reveal XT Insertable Cardiac Monitors are small, memory-stick sized devices that are placed under the skin and can continuously monitor the heart. The devices are used to record the heart's electrical activity before, during, and after transient symptoms, such as syncope (fainting) and palpitations to help provide a diagnosis. The new generation product, Reveal XT, adds the capability to detect atrial fibrillation and provides long-term trending information to help inform the ongoing management of AF.

**Patient Management Tools:** The company has various patient management tools, such as CareLink, Paceart, and CardioSight Service. CareLink enables patie

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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## 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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