

Morgan Advanced Materials plc Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Morgan Advanced Materials 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 Morgan Advanced Materials plc and its competitors. This provides our Clients with a clear understanding of Morgan Advanced Materials plc position in the [Heavy Machinery Industry](#).

The report contains detailed information about Morgan Advanced Materials 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 Morgan Advanced Materials 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 Morgan Advanced Materials 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 Morgan Advanced Materials 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 Morgan Advanced Materials plc business.

About Morgan Advanced Materials plc

The Morgan Crucible Company plc engages in the design, development and marketing of products made from carbon, ceramic and magnetic materials worldwide. Their products are used in a range of applications from transport and telecommunications to fire protection and medical instruments. The company operates in four divisions that include Carbon, Magnetic, Technical Ceramics, and Insulating Ceramics.

CARBON DIVISION

Carbon division designs, manufactures and supplies carbon components and systems for industrial rail and traction applications on a global scale. It provides seal faces and bearings for a range of applications, and also produces precision purity specialty graphite products for use in high temperature and corrosive environments.

Products and Applications

The company's Industrial and Traction business designs, manufactures and supplies components and systems worldwide. The business offers a range of products – carbon brushes, brush holders and commutators used in DC motors, traction current collectors

used on trains, trams and underground train systems, linear and rotary current transfer systems and assemblies used in many applications.

The Mechanical Carbon business provides seal faces, bearings, rotors, vanes and other components providing the technical solutions required for a variety of applications. It also supplies armour materials.

Specialty Graphite produces and supplies precision purity specialty graphite products for use in a variety of high temperature and corrosive environments.

MAGNETIC DIVISION

Magnetic division develops, manufactures and markets special purpose magnetic materials and the products derived from them. Its materials, parts, components and systems are used in virtually every field of electronics and electrical engineering from watch manufacturing to aerospace.

Products and applications

Magnetics comprises three divisions: Materials & Parts, Cores & Components, and Permanent Magnets.

Materials & Parts: The main products of its Materials & Parts division include crystalline (soft magnetic and semi hard) and amorphous and nanocrystalline materials.

Cores & Components: In its Cores & Components division, the company produces toroidal tape wound cores, inductive components and component assemblies. The main applications include GFCIs, Switched Mode Power Supplies (SMPS) in PCs, as well as its own components production.

Permanent Magnets: In its Permanent Magnets division, the company produces rare earth permanent magnets, integrated systems and assemblies. The main application of Neodymium Iron Boron rare earth magnets is within electric motors, such as compact elevator drives and servo motors in machine tool drives. Neodymium Iron Boron magnets are also used in Magnetic Resonance Imaging (MRI) systems for hospitals. These systems provide perfect images of bones and soft body parts without the use of X-rays. Samarium Cobalt magnets are used in chemical pumps to safely move hazardous liquids.

TECHNICAL CERAMICS DIVISION

Technical Ceramics produces ceramic-based components and assemblies. The industries that it supplies include medical, security, aerospace and communications. It operates in the U.S., Europe and China. Technical Ceramics comprises two divisions: Advanced Ceramics and Electro Ceramics.

Products and applications

Advanced Ceramics: Advanced Ceramics products include ceramic materials, braze alloys and assemblies, which are essential building block products used in the construction of sensing devices that monitor aero engine performance for fuel efficiency and safety. It also supplies blade coatings, braze alloys and repair materials for the manufacture and refurbishment of gas turbine engines.

Electro Ceramics: Electro Ceramics develops and manufactures piezoelectric ceramic components, ultrasonic transducers and sensor assemblies, actuators, radio frequency and high voltage capacitors and microwave filters. Its actuators, transducers and sensors provide an electro mechanical interface between electronic systems and the real world. Applications include hard disk drives for computers, sonar systems, medical imaging, ultrasonic scalpels and parking sensors for cars.

INSULATING CERAMICS DIVISION

Insulating Ceramics provides heat management products for high temperature applications in a variety of end-use industries. It also provides crucibles and related products for the non-ferrous and precious metals foundry market. The company operates in approximately 40 countries Insulating Ceramics comprises two business units: Thermal Ceramics and Crucibles.

Products and Applications

Insulating Ceramics engages in the production of ceramic and bio-soluble fibres, high temperature insulating refractory bricks, including castables and crucibles, refractory consumables, and furnaces. It also provides products, such as energy efficient furnaces and heated transport ladles complemented by a range of other foundry products employed in metal handling, purification, flow control and temperature measurement.

HISTORY

The Morgan Crucible Company plc was founded in 1856.

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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