

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

<https://marketpublishers.com/r/PAB152CF91BBEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: PAB152CF91BBEN

## Abstracts

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

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

### **About Perceptron, Inc.**

Perceptron, Inc. engages in the development, production, and sale of non-contact measurement and inspection solutions for industrial and commercial applications. The company services two major markets: manufacturing, primarily automotive, and the professional tool market.

The company's solutions include laser-based, non-contact gauging systems that provide in-line measurement for reduction of process variation and containment of non-conforming parts; laser-based, non-contact systems that guide robots in a variety of automated assembly applications; laser-based, non-contact 3-d scanning systems; technology products and software for the coordinate measurement machine (CMM), portable CMM, wheel alignment, reverse engineering, digitizing, inspection and forest products applications; and electronic inspection products, distributed through wholesale and retail distribution networks targeting professional tradesmen.

### **Products and Applications**

#### **INDUSTRIAL BUSINESS UNIT (IBU)**

IBU is organized into three product groups, Automated Systems, Technology

## Components and Value Added Services.

### Automated Systems

**AutoGauge:** These systems are used in the assembly and fabrication plants of various automotive manufacturers to contain, correct and control the quality of complex assemblies. AutoGauge systems are placed directly in the manufacturing line or near the line to automatically measure critical dimensional characteristics of parts using non-contact, laser triangulation sensors. AutoGauge can be installed as a 'fixed system' with fixed-mounted sensors, as a 'hybrid system' involving both fixed-mounted sensors and robot-mounted sensors, or as a 'flexible system' utilizing robot-mounted sensors.

**AutoGauge Plus:** This new product was released in December 2009 and is its gauging system that offers freeform surface scanning and discrete feature measurement in one solution. Users of AutoGauge Plus can create a customized gauging solution that automatically converts from collecting precise, discrete measurements to capturing 3D point clouds. AutoGauge Plus delivers both speed of in-line measurement and the data density of automated scanning.

**AutoFit:** These systems are used in automotive manufacturing plants to contain, correct and control the fit of exterior body panels. The system automatically measures, records and displays the gap and flushness of parts most visible to the automobile consumer, such as gaps between front and rear doors, hoods and fenders, and deck lids and rear quarter panels. The company's laser triangulation sensors have been improved to enable gap and flushness to be measured in various parts of the manufacturing process: in the body shop during assembly of non-painted vehicles, and in the final assembly area after the vehicle has been painted. AutoFit has the ability to measure vehicles while in motion along the assembly line or in a stationary position.

**AutoScan:** These systems provide a non-contact method of gathering data for the analysis of the surface contour of a part or product, such as automotive closure panels, including doors, deck lids, and hoods. These systems use robot mounted sensors specifically designed to 'scan' a part as the robot moves throughout its path. The AutoScan system collects the 'point cloud data' required for contour analysis and dimensional feature extraction. This allows the part's shape to be automatically scanned and compared to a computer-generated design and to report specific measurements on the part.

**AutoGuide:** These robot guidance systems utilize the company's sensors and

measurement technology to improve the accuracy of robotic assembly operations. AutoGuide systems calculate the difference between theoretical and actual relationships of a robot and the part being assembled and send compensation data, in six axes, to the robot. Robotic applications supported by AutoGuide include windshield insertion, roof loading, hinge mounting, door attachment, sealant application, and others.

### Technology Components

ScanWorks: The company provides ScanWorks products to various markets through third party original equipment manufacturers (OEMs), system integrators, an

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.

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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?

## I would like to order

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