

# Quidel Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

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

The report contains detailed information about Quidel Corp. 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 Quidel Corp.. 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 Quidel Corp. 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 Quidel Corp. 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 Quidel Corp. business.

### **About Quidel Corp.**

Quidel Corporation, together with its subsidiaries, engages in the development, manufacture, and marketing of diagnostic testing solutions for applications primarily in infectious diseases, and reproductive and women's health. The company sells its products directly to end users and distributors, in each case, for professional use in physician offices, hospitals, clinical laboratories, reference laboratories, universities, retail clinics, and wellness screening centers. The company markets its products in the U.S. through a network of national and regional distributors, and a direct sales force. Internationally, the company sells and markets primarily in Japan, Europe, and the Middle East through exclusive distributor arrangements.

On February 19, 2010, the company acquired Diagnostic Hybrids, Inc. (DHI), a privately-held in vitro diagnostics (IVD) company that manufactures and commercializes direct fluorescent IVD assays used in hospital and reference laboratories for various diseases, including viral respiratory infections, herpes, Chlamydia, and other viral infections, and thyroid diseases.

### **Products**

During 2009, the company provided POC and other diagnostic tests under the following brand names: QuickVue, QuickVue+, Quidel, and MicroVue. The company's POC

diagnostic tests and its diagnostic and research markers participate in the following medical and wellness categories:

#### Infectious Diseases

**Influenza:** The company's influenza tests are qualitative tests for the detection of the viral antigens of influenza type A and B. The company's second generation test, the QuickVue Influenza A+B test allows for the differential diagnosis of influenza type A and type B.

**Group A Strep:** The company's QuickVue Strep A tests are intended for the qualitative detection of Group A Streptococcal antigen from throat swabs or confirmation of presumptive Group A Streptococcal colonies recovered from culture. The tests are to be used to aid in the diagnosis of Group A Streptococcal infection.

**RSV Test:** The company's QuickVue RSV test is an immunoassay for Respiratory Syncytial Virus (RSV). The majority of upper respiratory tract infections in children are caused by viruses and RSV is generally recognized as a frequent agent responsible for these infections. The company launched its RSV test during the fourth quarter of 2006, and the company received CLIA waiver in February 2008.

#### Reproductive and Women's Health

**Pregnancy:** The company's QuickVue pregnancy tests are used in both physicians' office labs and acute care settings. The early detection of pregnancy enables the physician and patient to institute proper care, helping to promote the health of both the woman and the developing embryo. The company's QuickVue pregnancy tests are sensitive immunoassay tests for the qualitative detection of human Chorionic Gonadotropin (hCG) in serum or urine for the early detection of pregnancy.

**Chlamydia:** Chlamydia trachomatis is responsible for the sexually transmitted disease in the U.S. The company's QuickVue Chlamydia test is a lateral flow immunoassay for the qualitative detection of Chlamydia from endocervical swab and cytology brush specimens.

**Bone Health:** The company produces both clinical and research products for the assessment of osteoporosis and the evaluation of bone resorption/formation, which, including its metabolic bone markers, are used by physicians to monitor the effectiveness of therapy in pharmaceutical and related research.

## Other

Immunoassay fecal occult blood (iFOB): The company's QuickVue iFOB test is a fecal immunochemical test (FIT) intended to detect the presence of blood in stool specimens. Blood in the stool is an indication of gastrointestinal disorders, including colorectal cancer.

Helicobacter pylori (H. pylori): The company's test is a serological test that measures antibodies circulating in the blood caused by the immune response to the H. pylori bacterium.

The company has other products, which include veterinary products, as well as clinical laboratory and research tests used in the measurement of circulating immune complexes, complement deficiencies, and complement activation.

## Customers

The company's customers include Cardinal Healthcare Corporation, Physician Sales and Services Corporation, McKesson Corporation, and Fisher Scientific Corporation.

## Competition

The company's competitors include Inverness Medical Innovations, Inc., Beckman Coulter Primary Care Diagnostics, Fisher Scientific Corporation, Genzyme Diagnostics Corporation, and Becton Dickinson and Company.

## History

Quidel Corporation was founded in 1979.

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?

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