

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

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## Abstracts

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

The report contains detailed information about Rochester Medical 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 Rochester Medical 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 Rochester Medical 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 Rochester Medical 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 Rochester Medical Corp. business.

### **About Rochester Medical Corp.**

Rochester Medical Corporation engages in the development, manufacture, and marketing of a line of PVC-free and latex-free urinary continence, and urine drainage care products for the extended care and acute care markets in the United States and the United Kingdom. The company markets its products under Rochester Medical brand through a direct sales force. It also supplies products to various medical product companies for sale under private label brands owned by these companies.

#### **Extended Care Products**

**Male External Catheters:** The company's male external catheters (MECs) are self-care, disposable devices for managing male urinary incontinence. It manufactures and markets six models of silicone male external catheters: the UltraFlex, Pop-On, Wide Band, Natural, Clear Advantage, and Transfix catheters. The UltraFlex, Clear Advantage, and Transfix Style 1 catheters have adhesive positioned midway down the catheter sheath. The Pop-On and Transfix Style 2 catheters have a sheath that is shorter than that of a standard male external catheter and has adhesive applied to the sheath, and is designed to accommodate patients who require shorter-length external catheters. Its Wide Band and Transfix Style 3 self-adhering male external catheters have an adhesive band which extends over the length of the sheath. The Natural

catheter is a non-adhesive version of its male external catheter.

The company also markets two models of latex male external catheters in the United Kingdom: the Freedom and Freedom Plus catheters. Through a distribution agreement with Coloplast A/S (Coloplast), Coloplast supplies the company with its requirement of latex male external catheters for sale in the United Kingdom.

**Intermittent Catheters:** The company's Personal Catheters are a line of disposable intermittent catheters manufactured from silicone. It produces the Personal Catheters in three lengths for male, female, and pediatric use and in multiple diameters. It produces four distinct versions of the Personal Catheter: the basic Standard Personal Catheter, the Antibacterial Personal Catheter, the Hydrophilic Personal Catheter (along with a UK-only brand, the Hydrosil Discreet), and the Antibacterial HydroPersonal Catheter. The Antibacterial Personal Catheter provides site-specific delivery of nitrofurazone, a drug that reduces urinary tract infections. The Hydrophilic Personal Catheter and the Hydrosil Discreet become extremely slippery when moistened, providing a low friction surface for ease and comfort during insertion and removal. The Personal Catheter designs are latex-free and PVC-free, eliminating the allergen, toxin or disposal concerns associated with latex and PVC catheters.

The company's Magic3 catheters are the intermittent catheters created from a composition of three distinct functional layers. The Magic3 product line also incorporates various its coating options and package configurations, including the advanced antibacterial and antibacterial hydrophilic technologies.

**FemSoft Insert:** The FemSoft Insert is a disposable device for the management of stress urinary incontinence in active women. It is an invasive device that provides a patient with effective control of urinary function.

#### Acute Care Products

**Foley Catheters:** The company offers standard silicone Foley catheters in a two-lumen version for urinary drainage management and in a three-lumen version that also supports irrigation of the urinary tract. These Foley catheters are available in all adult and pediatric sizes. Its standard Foley catheters are transparent which enables healthcare professionals to observe urine flow.

In 2009, the company introduced its StrataSI and StrataNF silicone Foley catheters. The silicone design consists of a soft, pliable inner core surrounded by ultra-soft, ultra-

smooth outer layers. The StrataNF version includes a nitrofurazone anti-infective matrix within the silicone. Nitrofurazone is an antibacterial agent which is released from the catheter during the period the catheter is in the patient. Foley catheters are packaged sterile in single catheter strips or in procedural trays and sold under the Rochester Medical brand and under private label arrangements.

### Customers and Marketing

The primary markets for the company's products are distributors, extended care facilities, individual hospitals, and healthcare institutions. Its major customers include Coloplast and to Hollister Incorporated.

### Competition

The company competes directly for sales of continence care devices under its own Rochester Medical brand with multi-product medical device manufacturers and distributors, such as C.R. Bard, Inc., Unomedical, Kendall Covidan Healthcare Products Company, Hollister Incorporated, Astra Tech AB, and Coloplast. Its competitors also include Johnson & Johnson Personal Products Company, Kimberly-Clark Corporation, Proctor & Gamble Company, and C.R. Bard, Inc.

### History

Rochester Medical Corporation was founded in 1988.

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?

## I would like to order

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