

Rockwell Medical Technologies Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Rockwell Medical Technologies 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 Rockwell Medical Technologies 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 Rockwell Medical Technologies 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 Rockwell Medical Technologies 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 Rockwell Medical Technologies Inc. business.

About Rockwell Medical Technologies Inc.

Rockwell Medical Technologies, Inc. manufactures, sells, distributes, and delivers hemodialysis concentrate solutions and dialysis kits, and other ancillary hemodialysis products primarily to hemodialysis providers in the United States, as well as internationally primarily in Latin America, Asia, and Europe.

The company's dialysis solutions (also known as dialysate) are used to maintain life, removing toxins and replacing nutrients in the dialysis patient's bloodstream. It has licensed and is developing proprietary renal drug therapies for both iron-delivery and carnitine/vitamin-delivery, utilizing dialysate as the delivery mechanism.

Products

The company's hemodialysis concentrates comprise two primary product types, which are described as acidified dialysate concentrate, also known as acid concentrate, and bicarbonate.

Renal Pure Liquid Acid Concentrate: Acid concentrate products are manufactured in

three basic series to reflect the dilution ratios used in various types of dialysis machines. The company supplies all 3 series and manufactures approximately 60 different liquid acid concentrate formulations. It supplies liquid acid concentrate in both 55 gallon drums and in cases containing four 1 gallon containers.

Dri-Sate Dry Acid Concentrate & Mixing System: The company's Dri-Sate Dry Acid Concentrate & Mixing System allows a clinic to mix its acid concentrate on-site. The clinical technician, using a specially designed mixer, adds pre-measured packets of the necessary ingredients to 50 or 100 gallons of purified water. Once mixed, the product is equivalent to the acid concentrate provided to its customers in liquid form.

RenalPure Powder Bicarbonate Concentrate: The company offers nine different bicarbonate powder products covering all three series of generally used bicarbonate dilution ratios.

SteriLyte Liquid Bicarbonate Concentrate: The company's SteriLyte Liquid Bicarbonate is used in both acute care and chronic care settings. Its SteriLyte Liquid Bicarbonate offers the dialysis community a product and provides the clinic a safe supply of bicarbonate.

Ancillary Products

The company offers a range of ancillary products, including blood tubing, fistula needles, specialized custom kits, dressings, cleaning agents, filtration salts, and other supplies used by hemodialysis providers.

Iron Supplemented Dialysate: The company has licensed the right to manufacture and sell soluble ferric pyrophosphate (SFP), a product that would improve the treatment of dialysis patients with iron deficiency, which is pervasive in the dialysis patient population. The company is conducting the testing required to obtain approval to market SFP in the United States. It has completed its Phase IIb human clinical trial.

Sales and Marketing

The company primarily sells its products directly to domestic hemodialysis providers. Its sales and marketing activities are directed at purchasing decision makers for-profit national and regional hemodialysis chains and toward independent hemodialysis service providers. It targets its sales and marketing activities to clinic administrators, purchasing professionals, nurses, medical directors of clinics, hospital administrators,

and nephrologists.

Suppliers

The company's principal suppliers include Roquette, Inc.; Church & Dwight Co. Inc.; and US Salt Company.

Competition

The company's major competitor is a subsidiary of Fresenius Medical Care AG& Co. KGaA. It also competes against Cantel Medical Corp.'s subsidiary, Minntech Corporation.

History

Rockwell Medical Technologies, Inc. was founded in 1995.

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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The complete financial data is available for publicly traded companies.

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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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