

# bluebird bio Inc (BLUE) - Financial and Strategic SWOT Analysis Review

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## Abstracts

bluebird bio Inc (BLUE) - Financial and Strategic SWOT Analysis Review provides you an in-depth strategic SWOT analysis of the company's businesses and operations. The profile has been compiled by GlobalData to bring to you a clear and an unbiased view of the company's key strengths and weaknesses and the potential opportunities and threats. The profile helps you formulate strategies that augment your business by enabling you to understand your partners, customers and competitors better.

The profile contains critical company information including:

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – Analyst's summarization of the company's business strategy.

SWOT Analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list and contact details of key locations and subsidiaries of the company.

Detailed financial ratios for the past five years – The latest financial ratios derived from the annual financial statements published by the company with 5 years history.

Interim ratios for the last five interim periods – The latest financial ratios derived from the quarterly/semi-annual financial statements published by the company for 5 interims history.

## Highlights

bluebird bio Inc (bluebird bio) is a biotechnology company that focuses on the development and commercialization of gene therapies for the treatment of severe genetic diseases and cancer. The company develops its products based on integrated product platforms such as lentiviral gene addition platform, cancer immunotherapy and gene editing. Its product pipeline includes elivaldogene autotemcel for the treatment of cerebral adrenoleukodystrophy (CALD); betibeglogene autotemcel for transfusion-dependent beta thalassemia; LentiGlobin for the treatment of and sickle cell disease, besides compounds under development for the treatment of various cancers. The company has collaborations with pharmaceutical companies to discover, develop and commercialize gene therapy products. bluebird bio is headquartered in Cambridge, Massachusetts, the US.

### bluebird bio Inc Key Recent Developments

Feb 26,2021: bluebird bio to Present at Cowen Health Care Conference

Feb 23,2021: bluebird bio Reports Fourth Quarter and Full Year 2020 Financial Results and **Highlights** Operational Progress

Feb 22,2021: bluebird bio to Present at Leerink Global Healthcare Conference

Feb 16,2021: bluebird bio Conference Call

Feb 03,2021: bluebird bio :Change in Directors or Principal Officers

Key benefits of buying this profile include:

You get detailed information about the company and its operations to identify potential customers and suppliers.

The profile analyzes the company's business structure, operations, major products and services, prospects, locations and subsidiaries, key executives and their biographies and key competitors.

Understand and respond to your competitors' business structure and strategies, and capitalize on their weaknesses. Stay up to date on the major developments affecting the company.

The company's core strengths and weaknesses and areas of development or decline are analyzed and presented in the profile objectively. Recent developments in the company covered in the profile help you track important events.

Equip yourself with information that enables you to sharpen your strategies and transform your operations profitably.

Opportunities that the company can explore and exploit are sized up and its growth potential assessed in the profile. Competitive and/or technological threats are highlighted.

Scout for potential investments and acquisition targets, with detailed insight into the companies' strategic, financial and operational performance.

Financial ratio presented for major public companies in the profile include the revenue trends, profitability, growth, margins and returns, liquidity and leverage, financial position and efficiency ratios.

Gain key insights into the company for academic or business research.

Key elements such as SWOT analysis, corporate strategy and financial ratios and charts are incorporated in the profile to assist your academic or business research needs.

**Note:** Some sections may be missing if data is unavailable for the company

## Contents

### **SECTION 1 - ABOUT THE COMPANY**

bluebird bio Inc - Key Facts  
bluebird bio Inc - Key Employees  
bluebird bio Inc - Key Employee Biographies  
bluebird bio Inc - Major Products and Services  
bluebird bio Inc - History  
bluebird bio Inc - Company Statement  
bluebird bio Inc - Locations And Subsidiaries  
Head Office  
Other Locations & Subsidiaries

### **SECTION 2 – COMPANY ANALYSIS**

Company Overview  
bluebird bio Inc - Business Description  
Other Break-up: Collaboration Arrangement Revenue  
Performance  
Other Break-up: Royalty and Other Revenue  
Performance  
Other Break-up: Service Revenue  
Performance  
R&D Overview  
bluebird bio Inc - SWOT Analysis  
SWOT Analysis - Overview  
bluebird bio Inc - Strengths  
bluebird bio Inc - Weaknesses  
bluebird bio Inc - Opportunities  
bluebird bio Inc - Threats  
bluebird bio Inc - Key Competitors

### **SECTION 3 – COMPANY FINANCIAL RATIOS**

Financial Ratios - Capital Market Ratios  
Financial Ratios - Annual Ratios  
Performance Chart  
Financial Performance

Financial Ratios - Interim Ratios

Financial Ratios - Ratio Charts

## **SECTION 4 – COMPANY’S LIFESCIENCES FINANCIAL DEALS AND ALLIANCES**

bluebird bio Inc, Pharmaceuticals & Healthcare, Deals By Year, 2015 to YTD 2021

bluebird bio Inc, Pharmaceuticals & Healthcare, Deals By Type, 2015 to YTD 2021

bluebird bio Inc, Recent Deals Summary

## **SECTION 5 – COMPANY’S RECENT DEVELOPMENTS**

Feb 26, 2021: bluebird bio to Present at Cowen Health Care Conference

Feb 23, 2021: bluebird bio Reports Fourth Quarter and Full Year 2020 Financial Results and Highlights Operational Progress

Feb 22, 2021: bluebird bio to Present at Leerink Global Healthcare Conference

Feb 16, 2021: bluebird bio Conference Call

Feb 03, 2021: bluebird bio :Change in Directors or Principal Officers

Jan 11, 2021: bluebird bio to separate oncology business into independent company

Nov 05, 2020: bluebird bio to present data from gene and cell therapy programs during the 62nd American Society of Hematology (ASH) Annual Meeting and Exposition

Nov 04, 2020: bluebird bio reports third quarter 2020 financial results and highlights operational progress

Sep 30, 2020: bluebird bio announces board change

Aug 17, 2020: bluebird bio announces board changes

## **SECTION 6 – APPENDIX**

Methodology

Ratio Definitions

About GlobalData

Contact Us

Disclaimer

## List Of Tables

### LIST OF TABLES

bluebird bio Inc, Key Facts  
bluebird bio Inc, Key Employees  
bluebird bio Inc, Key Employee Biographies  
bluebird bio Inc, Major Products and Services  
bluebird bio Inc, History  
bluebird bio Inc, Other Locations  
bluebird bio Inc, Subsidiaries  
bluebird bio Inc, Key Competitors  
bluebird bio Inc, Ratios based on current share price  
bluebird bio Inc, Annual Ratios  
bluebird bio Inc, Annual Ratios (Cont...1)  
bluebird bio Inc, Interim Ratios  
bluebird bio Inc, Pharmaceuticals & Healthcare, Deals By Year, 2015 to YTD 2021  
bluebird bio Inc, Pharmaceuticals & Healthcare, Deals By Type, 2015 to YTD 2021  
bluebird bio Inc, Recent Deals Summary  
Currency Codes  
Capital Market Ratios  
Equity Ratios  
Profitability Ratios  
Cost Ratios  
Liquidity Ratios  
Leverage Ratios  
Efficiency Ratios

## List Of Figures

### LIST OF FIGURES

bluebird bio Inc, Performance Chart (2016 - 2020)

bluebird bio Inc, Ratio Charts

bluebird bio Inc, Pharmaceuticals & Healthcare, Deals By Year, 2015 to YTD 2021

bluebird bio Inc, Pharmaceuticals & Healthcare, Deals by Type, 2015 to YTD 2021



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