

## Masimo Corp (MASI) - Financial and Strategic SWOT Analysis Review

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Masimo Corp (MASI) - 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.
- Key manufacturing facilities – A list of key manufacturing facilities 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

Masimo Corp (Masimo) is a global medical technology company that develops, manufactures and markets non-invasive patient monitoring technologies, medical devices and a broad range of sensors to improve patient care. The company's proprietary technologies include signal extraction technology (SET) that helps detect life threatening events; and rainbow SET platform. Its key products include pulse oximeters, patient monitors, patient cables, central monitoring systems, specialty sensors, circuit boards, remote-alarm, and monitoring solutions. The company markets its products directly and also through a network of distributors and original equipment manufacturers (OEMs) to hospitals, emergency medical services providers, physician offices, veterinarians, long term care facilities, and consumers. The company operates in various markets across North and South America, Europe, the Middle East, Africa, Asia, and Australia. Masimo is headquartered in Irvine, California, the US.

### Masimo Corp Key Recent Developments

Apr 02,2018: Masimo Announces UniView

Mar 06,2018: Masimo Announces Replica

Feb 27,2018: Masimo Reports Fourth Quarter 2017 Financial Results

Feb 26,2018: Leading Nephrology Care Center in India Adopts Masimo Technologies Across Continuum of Care

Nov 27,2017: Masimo Announces FDA Clearance and Worldwide Release of NomoLine Capnography Sampling Lines

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

## Table of Content

### SECTION 1 - ABOUT THE COMPANY

Masimo Corp - Key Facts  
Masimo Corp - Key Employees  
Masimo Corp - Key Employee Biographies  
Masimo Corp - Major Products and Services  
Masimo Corp - History  
Masimo Corp - Company Statement  
Masimo Corp - Locations And Subsidiaries  
Head Office

Other Locations & Subsidiaries

## **SECTION 2 – COMPANY ANALYSIS**

Company Overview

Masimo Corp - Business Description

Masimo Corp - Corporate Strategy

Masimo Corp - SWOT Analysis

SWOT Analysis - Overview

Masimo Corp - Strengths

Masimo Corp - Weaknesses

Masimo Corp - Opportunities

Masimo Corp - Threats

Masimo Corp - 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, POWER FINANCIAL DEALS AND ALLIANCES**

Masimo Corp, Medical Equipment, Deals By Year, 2012 to YTD 2018

Masimo Corp, Medical Equipment, Deals By Type, 2012 to YTD 2018

Masimo Corp, Recent Deals Summary

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

Apr 02, 2018: Masimo Announces UniView

Mar 06, 2018: Masimo Announces Replica

Feb 27, 2018: Masimo Reports Fourth Quarter 2017 Financial Results

Feb 26, 2018: Leading Nephrology Care Center in India Adopts Masimo Technologies Across Continuum of Care

Nov 27, 2017: Masimo Announces FDA Clearance and Worldwide Release of NomoLine Capnography Sampling Lines

Oct 31, 2017: Masimo Reports Third Quarter 2017 Financial Results

Oct 05, 2017: Masimo Announces U.S. Release of Trace Data Visualization and Reporting Tool

Aug 02, 2017: Masimo Reports Second Quarter 2017 Financial Results

May 03, 2017: Masimo Reports First Quarter 2017 Financial Results

Apr 10, 2017: Masimo Announces Full Market Release of Root Patient Monitor and Connectivity Hub with Kite Supplemental Display System

## **SECTION 6 – APPENDIX**

Methodology

Ratio Definitions

About GlobalData

Contact Us

Disclaimer

## **LIST OF TABLES**

Masimo Corp, Key Facts  
Masimo Corp, Key Employees  
Masimo Corp, Key Employee Biographies  
Masimo Corp, Major Products and Services  
Masimo Corp, History  
Masimo Corp, Subsidiaries  
Masimo Corp, Key Competitors  
Masimo Corp, Ratios based on current share price  
Masimo Corp, Annual Ratios  
Masimo Corp, Annual Ratios (Cont.1)  
Masimo Corp, Annual Ratios (Cont.2)  
Masimo Corp, Interim Ratios  
Masimo Corp, Medical Equipment, Deals By Year, 2012 to YTD 2018  
Masimo Corp, Medical Equipment, Deals By Type, 2012 to YTD 2018  
Masimo Corp, Recent Deals Summary  
Currency Codes  
Capital Market Ratios  
Equity Ratios  
Profitability Ratios  
Cost Ratios  
Liquidity Ratios  
Leverage Ratios  
Efficiency Ratios

#### **LIST OF FIGURES**

Masimo Corp, Performance Chart (2013 - 2017)  
Masimo Corp, Ratio Charts  
Masimo Corp, Medical Equipment, Deals By Year, 2012 to YTD 2018  
Masimo Corp, Medical Equipment, Deals by Type, 2012 to YTD 2018

#### **COMPANIES MENTIONED**

Philips Healthcare  
Mindray Medical International Ltd  
Medtronic Plc  
GE Healthcare LLC  
CAS Medical Systems Inc

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