

## Starkey Hearing Technologies, Inc. - Strategic SWOT Analysis Review

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Starkey Hearing Technologies, Inc. - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

### Scope

- Business description – A detailed description of the company's operations and business divisions.
- Corporate strategy – GlobalData'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 of key locations and subsidiaries of the company, including contact details.
- Key manufacturing facilities – A list of key manufacturing facilities of the company.

### Highlights

Starkey Hearing Technologies, Inc. (Starkey), formerly Starkey Laboratories, Inc., is a hearing technology company. It designs, manufactures and distributes comprehensive digital hearing systems including behind-the-ear instruments, receiver-in-canal instruments, invisible-in-the-canal instruments, completely-in-canal instruments; custom hearing aids; tinnitus treatment solutions; hearing amplifiers; and hearing aid accessories such as mobile applications, hearing protection products and custom audio and communication solutions. It conducts research and development activities through Starkey Hearing Research Center (SHRC) in Berkeley, California, the US. The company sells its products through its affiliate companies and a network of hearing professionals in the Americas, the Middle East, Europe, Asia and Australia. Starkey is headquartered in Eden Prairie, Minnesota, the US.

### Starkey Hearing Technologies, Inc. Key Recent Developments

Mar 15,2018: Starkey Hearing Technologies Recognized as Manufacturing Leadership Awards 2018 Winner

Dec 05,2017: Starkey Hearing Technologies to Open New State-of-the-Art Canadian Headquarters

Sep 06,2017: Starkey Hearing Technologies Announces Keynote Speakers and Breakthrough Technology

at 2018 Hearing Innovation Expo in The Cosmopolitan of Las Vegas

Aug 28,2017: Starkey Hearing Technologies Introduces a New Dimension in Hearing Health with iQ Hearing Aid Line Based on Virtual Reality Research

Aug 07,2017: Starkey Hearing Technologies appoints Achin Bhowmik, Ph.D., as CTO and EVP of engineering

### Reasons to Buy

- Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.
- Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.
- Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.
- Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

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

## Table of Content

### SECTION 1 - ABOUT THE COMPANY

Starkey Hearing Technologies, Inc. - Key Facts  
Starkey Hearing Technologies, Inc. - Key Employees  
Starkey Hearing Technologies, Inc. - Key Employee Biographies  
Starkey Hearing Technologies, Inc. - Major Products and Services  
Starkey Hearing Technologies, Inc. - History  
Starkey Hearing Technologies, Inc. - Locations And Subsidiaries  
Head Office  
Other Locations & Subsidiaries

### SECTION 2 – COMPANY ANALYSIS

Company Overview  
Starkey Hearing Technologies, Inc. - Business Description  
Starkey Hearing Technologies, Inc. - SWOT Analysis  
SWOT Analysis - Overview  
Starkey Hearing Technologies, Inc. - Strengths  
Starkey Hearing Technologies, Inc. - Weaknesses  
Starkey Hearing Technologies, Inc. - Opportunities  
Starkey Hearing Technologies, Inc. - Threats  
Starkey Hearing Technologies, Inc. - Key Competitors

### SECTION 3 – COMPANY'S RECENT DEVELOPMENTS

Mar 15, 2018: Starkey Hearing Technologies Recognized as Manufacturing Leadership Awards 2018 Winner

Dec 05, 2017: Starkey Hearing Technologies to Open New State-of-the-Art Canadian Headquarters

Sep 06, 2017: Starkey Hearing Technologies Announces Keynote Speakers and Breakthrough Technology at 2018 Hearing Innovation Expo in The Cosmopolitan of Las Vegas

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Hearing Aid Line Based on Virtual Reality Research

Aug 07, 2017: Starkey Hearing Technologies appoints Achin Bhowmik, Ph.D., as CTO and EVP of engineering

Jul 06, 2017: Starkey Hearing Technologies Appoints Brandon Sawalich as President

Jan 12, 2017: Starkey Hearing Technologies to Launch Complete Ear Health Product Line

## **SECTION 4 – APPENDIX**

Methodology

About GlobalData

Contact Us

Disclaimer

## **LIST OF TABLES**

Starkey Hearing Technologies, Inc., Key Facts

Starkey Hearing Technologies, Inc., Key Employees

Starkey Hearing Technologies, Inc., Key Employee Biographies

Starkey Hearing Technologies, Inc., Major Products and Services

Starkey Hearing Technologies, Inc., History

Starkey Hearing Technologies, Inc., Other Locations

Starkey Hearing Technologies, Inc., Subsidiaries

Starkey Hearing Technologies, Inc., Key Competitors

## **COMPANIES MENTIONED**

Sivantos, Inc.

Sonova Holding AG

Oticon A/S

William Demant Holding A/S

Sonic Innovations Inc

GN Hearing A/S

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