Cepheid - Strategic SWOT Analysis Review
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Cepheid - Strategic SWOT Analysis Review

Cepheid - 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

Cepheid, a subsidiary of Danaher Corporation, is a molecular diagnostic company that develops, manufactures and markets molecular systems and tests for clinical and non-clinical markets. The company offers in vitro diagnostic tests for health care associated infections, critical infectious diseases, sexual health, and oncology and genetics; molecular diagnostic systems; and reagents and parts. Cepheid distributes its products directly and also through a network of distributors across Americas, Asia, Europe, Africa and the Middle East regions. The company has partnership with small and large biopharmaceutical companies to develop therapies in anti-infective, critical infectious disease and oncology areas. Cepheid is headquartered in Sunnyvale, California, the US.

Cepheid Key Recent Developments

Feb 20, 2018: New IDSA/SHEA Guidelines Highlight Critical Role of PCR Testing in C. difficile Diagnosis

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.

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