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SECTRA AB SWOT & PESTLE ANALYSIS

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Company Name : Sectra AB

Company Sector : Healthcare IT and Secured Communications

Operating Geography : Sweden, Europe, Global

About the Company :

Sectra AB is a Swedish firm that specialises in medical technology and secure communication solutions. It is headquartered in Linköping, Sweden. Sectra was established in 1978 by a group of Linköping University researchers. RAKEL, a communication system used by Swedish organisations and institutions that provide critical public services such as emergency services and public utility providers like power companies, is one of the company's most notable products. The company has two business divisions: Secure Communication Systems and Medical Systems. The Secure Communication Systems business area, which is managed by the Company's subsidiary Sectra Communications AB, provides security solutions to customers who handle sensitive information, such as government agencies, defence departments, and key societal functions across Europe. The Medical Systems business sector, which operates through the company Sectra Imtec AB, provides public and private healthcare providers with information technology (IT) solutions, software licences, service and upgrade agreements, online services, advisory services, and training courses. In May 2021, Sectra's contract with the Dutch ministries was renewed. The contract permits the Dutch ministries to continue to purchase Sectra's secure communication as a service.

Sectra's Unique Selling Point or USP lies in helping address the world's demands for more efficient healthcare and secure communication by providing products and services in medical IT and secure communications. Sectra's vision statement reads, "Driven by knowledge and passion, our vision is to contribute to a healthier and safer society. Sectra successfully develops and sells cutting-edge solutions in the expanding niche segments of medical IT and cybersecurity—a combination that makes us unique".

Revenue :

SEK 1,632 million - FY ending 31st April 2021 (y-o-y growth -1.7%)

SEK 1,661 million - FY ending 31st April 2020 (y-o-y growth 17.52%)

SEK 1,414 million - FY ending 31st April 2019

SWOT Analysis :

The SWOT Analysis for Sectra AB is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong established brand with multinational reach 2.Attaining preferred supplier contracts from many healthcare providers consistently 3.Trusted by government and NATO institutions for cyber security solutions 4.Strong financial performance and growth despite the pandemic 5.Ranked highest in terms of customer satisfaction in the industry 	<ul style="list-style-type: none"> 1.Weak presence in the Asian market
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increased spending in animal healthcare is driving veterinary imaging market 2.Increased cyber-attacks in healthcare prompt cyber security upgrades 3.Growing role of technology for higher efficiency medical care and education 4.Quantum computing poses threat to encryption prompting further research in security solution 	<ul style="list-style-type: none"> 1.Facing high competition from new entrants in digital pathology segment 2.Entry into virtual private network (VPN) market would invite competition with the dominant workplace VPN provider

PESTLE Analysis :

The PESTLE Analysis for Sectra AB is given below:

Political	Economical
1.Trade wars impact procurement costs of medical equipment from China 2.Removal of medical device excise tax by the US Senate	1.Research and spending in public healthcare has been increasing
Social	Technological
1.Ageing population and decline in birth rate in industrialized economies increases demand for medical devices 2.Customers transitioning to pay per use or per time period plans	1.Demand for digital pathology solutions is on the rise 2.Artificial Intelligence (AI) and automation are driving digital transformation in medical device industry 3.Customized medical treatment using technology is gaining traction
Legal	Environmental
1.Demands for new and secure information management systems 2.Food and Drug Administration increases medical device scrutiny leading to an increase in cost of device development	1.Medical device industry focuses on reducing carbon footprints with bio-based materials

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