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WATERS CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Waters Corporation

Company Sector : Medical Devices, Biotechnology

Operating Geography : United States, North America, Global

About the Company :

Waters Corporation headquartered in Milford, Massachusetts, is a publicly-traded Analytical Laboratory instrument and software firm. In 1958, James (Jim) Logan Waters established Waters Associates in the basement of a police station in Framingham, Massachusetts. The company supplies liquid chromatography, mass spectrometry, supercritical fluid chromatography, laboratory informatics, rheometry, and microcalorimetry to lab-based businesses. Waters' main product brands include ACQUITY UPLC systems, ACQUITY UPC2 Systems, Xevo mass spectrometry systems, Synapt MS systems, Synapt HDMS systems, XTerra HPLC columns, XBridge columns, ACQUITY UPLC columns, Alliance HPLC systems, Empower chromatography and MassLynx mass spectrometry software, Oasis sample preparation products, NuGenesis lab management system, Oasis sample (LMS). The company employs about 7,400 people in 35 locations, with 14 manufacturing facilities and goods sold in over 100 countries. The company is well-positioned to Deliver Benefit through developing solutions that improve people's health and well-being. In June 2022, Waters introduced High Resolution Mass Spectrometry Products and Software to drive Drug Development.

Waters Corporation's Unique Selling Point or USP lies in its being the world's premier speciality measurement company, has pioneered chromatography, mass spectrometry, and thermal analysis innovation for more than 60 years, serving the life, material, and food sciences. The mission statement of the company reads, "Waters creates business advantages for laboratory-dependent organizations by delivering practical and sustainable scientific innovation to enable significant advancements in such areas as healthcare delivery, environmental management, food safety, water quality, consumer products, and high value-added chemicals".

Revenue :

US\$ 2,785 million - FY ending 31st December 2021 (y-o-y growth 22%)

US\$ 2,365 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Waters Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Increased traffic leading to growth in sales through e-commerce channel 2.Positive growth in recurring revenues 3.Focus on continued product and innovation leadership by Waters Corporation 4.Vast portfolio of products and services may give competitive advantage 5.Numerous patents held by the company 	<ul style="list-style-type: none"> 1.Dependence on third party distributors for selling of its products and services
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increased demand for medicine and equipment during and post COVID-19 2.Growth in R&D spending in healthcare by US government 3.Repealing of medical devices tax in US 4.Access to high-growth adjacent market segments 	<ul style="list-style-type: none"> 1.Rapid changed in technology may lead to cheaper products by competitors 2.Susceptible to changes in regulations by health organizations like FDA (US) in different countries

PESTLE Analysis :

The PESTLE Analysis for Waters Corporation is given below:

<p style="text-align: center;">Political</p> <p>1.Impact of Biden administration and their Budget for healthcare</p> <p>2.Impact of US-China trade war on the healthcare sector</p>	<p style="text-align: center;">Economical</p> <p>1.Impact of COVID 19 on Water Corporation's business</p> <p>2.Rising per capita income of US citizens may lead to more spending on healthcare</p>
<p style="text-align: center;">Social</p> <p>1.Aging population in United States may lead to more healthcare spending</p>	<p style="text-align: center;">Technological</p> <p>1.Digitalisation of healthcare industry leading to opportunities for Waters Corporation and related companies</p> <p>2.Robotic Process Automation and robotisation in the healthcare industry</p>
<p style="text-align: center;">Legal</p> <p>1.Strict compliance with regulatory standards</p>	<p style="text-align: center;">Environmental</p> <p>1.Rising pollution levels affecting health of people</p> <p>2.Environmental sustainability of healthcare sector</p>

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