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ORION CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Orion Corporation

Company Sector : Pharmaceuticals

Operating Geography : Finland, Europe, Global

About the Company :

Orion Corporation, headquartered in Espoo, Finland, develops, produces, and promotes human and veterinary medications as well as active pharmaceutical ingredients for international markets. The business was established in 1917. The company's main areas of concentration are oncology, respiratory diseases, and treatments for problems of the central nervous system. Consumers of Orion include veterinarians, general and specialised physicians, pharmacies, hospitals, and research facilities. The Group's own human pharmaceuticals sales organisation serves nearly all of the major European markets as well as a few Southeast Asian nations. Orion's products are distributed in over a hundred different countries. Orion's goods are offered in additional markets by several joint venture partners. Orion has all of its manufacturing facilities and the majority of its R&D activities in Finland. In August 2022, Orion along with bayer got the FDA approval for U.S. Darolutamide, an oral androgen receptor inhibitor (Ari) used for the treatment of individuals with metastatic hormone-sensitive prostate cancer (mHSPC).

Orion Oyj's USP lies in its being one of Finland's leading pharmaceutical companies, having a one-third market share of the local market and it sells more than 250 products there. The mission statement of the company reads, "Orion's mission is to build well-being".

Revenue :

1.04 billion– FY ending 31st March 2021 (y-o-y growth: -3.70%)

1.08 billion– FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Orion Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Market leader in Finland with robust network 2. Innovative research and development in core therapy areas 3. Establishment of steady demand in niche pharmaceutical areas 4. Strong financial performance in the pandemic 5. Development of higher sales volume to combat price pressure 	<ul style="list-style-type: none"> 1. Lack of diversified product portfolio
Opportunities	Threats
<ul style="list-style-type: none"> 1. Expansion into the North American and Scandinavian markets 2. Venturing into product acquisitions 3. Economic recovery promises increase in sales 	<ul style="list-style-type: none"> 1. Falling prices of prescription drugs in Finland 2. COVID-19 pandemic reduces demand for generic drugs 3. Supply chain disruptions ongoing for two years 4. Increase in costs of production

PESTLE Analysis :

The PESTLE Analysis for Orion Corporation is given below:

Political	Economical
1.Russia-Ukraine tensions impact peace in Finland 2.Policy changes regarding patents and product protection	1.Economic recovery from COVID-19 shock 2.Inflationary pressures in Europe and US
Social	Technological
1.Higher community engagement in healthcare services by businesses 2.Changing demand based on demographic dynamics	1.Increasing application of technology in R&D 2.Digital services to strengthen consumer accessibility
Legal	Environmental
1.Potential lawsuits and litigations	1.Push for climate conscious reforms by companies 2.Issuing green/ sustainability-linked bonds to attract investment

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