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AMGEN SWOT & PESTLE ANALYSIS

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Company Name : Amgen

Company Sector : Pharmaceutical

Operating Geography : United States, North America, Global

About the Company :

Amgen is a leading global biotechnology company headquartered in Thousand Oaks, California. Since its establishment in 1980, Amgen has been dedicated to discovering, developing, manufacturing, and delivering innovative human therapeutics. With a mission to extend and improve the lives of patients, Amgen focuses on breakthrough medicines. As of 2023, Operating in over 100 countries, Amgen has a workforce of more than 19,000 employees. The company's diverse product portfolio encompasses a wide range of therapies for various diseases. In the field of oncology, Amgen offers highly regarded cancer treatments such as Neulasta and Enbrel. For hematology, their notable drugs include Aranesp and Epogen, addressing anemia. In the cardiovascular space, Amgen provides medications like Repatha and Prolia for managing high cholesterol and osteoporosis respectively. Additionally, Amgen offers immunology treatments such as Humira and Otezla for conditions like rheumatoid arthritis and psoriasis. As a research-driven organization, Amgen places significant investments in the discovery and development of new therapies.

Amgen's unique selling proposition lies in their commitment to developing innovative therapies that extend and improve lives. They aim to be the leading biotechnology company, driven by science, setting the standard for quality, safety, and efficacy. Through groundbreaking research and a patient-centric approach, they strive to make a meaningful impact on healthcare globally and address unmet medical needs.

Revenue :

US\$ 26.3 Billion – FY ended December 31, 2022 (year-on-year growth 1%)

US\$ 26.0 Billion – FY ended December 31, 2021

SWOT Analysis :

The SWOT Analysis for Amgen is given below:

Strengths	Weaknesses
1.Regularly innovating and developing new products. 2.Expansion of global footprint with strong growth in APAC region 3.Advancing drug discovery- embracing a biology-first approach 4.Promising product portfolio with strong growth potential 5.World's largest independent biotechnology firm 6.Consistent increase in shareholder returns over the years	1.Sales of some most popular products are falling.
Opportunities	Threats
1.There are still many life-threatening diseases that exist with no cure which can be developed 2.Increase in Healthcare expenditure of countries 3.Achieving innovative growth through strategic acquisitions 4.Advancing first-in-class medicines to address unmet needs in key therapeutic areas 5.Establishing an industry-leading Biosimilars Business to foster long-term growth:	1.Sales affected due to third-party payers including government and US legislation 2.The protection provided by patents is limited and can be challenged by competitors 3.Consolidation of private payers leading to concentration of sales and pricing pressures

PESTLE Analysis :

The PESTLE Analysis for Amgen is given below:

Political	Economical
1.Challenges of government pricing regulation in the biotechnology industry 2.Impact of Russia-Ukraine war	1.Global trade and international trade agreements affect the industry's trade relationship between countries. 2.Impact of global economic conditions on the pharmaceutical industry
Social	Technological
1.Aging Baby Boomer population in US 2.Impact of lifestyle changes on the prevalence of common diseases	1.Revolutionizing biopharmaceutical manufacturing through the advancement of single-use systems: 2.Advancing biomanufacturing process 3.Significance of track and trace systems
Legal	Environmental
1.Regulations by government authorities across jurisdictions in pharma development and marketing: 2.Uncertainty related to U.S. federal coverage and reimbursement policies	1.Driving towards a sustainable future

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