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CARDINAL HEALTH SWOT & PESTLE ANALYSIS

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Company Name : Cardinal Health

Company Sector : Pharma, Manufacturing

Operating Geography : North America, United States

About the Company : Cardinal Health is a global, integrated healthcare services and products company, based in Dublin, Ohio. It was founded in 1971 and the company is specialized mainly in manufacturing of medical and surgical products apart from distribution of pharmaceuticals. Cardinal Health tailored solutions for hospitals, health systems, pharmacies, ambulatory surgery centers, clinical laboratories and physician offices worldwide. The Company operates mainly in America, Europe and Asia linking patients, providers, payers, pharmacists and manufacturers for integrated care coordination and improved patient management.. It caters to a network as wide as 85% of the hospitals in United States. With over a century of expertise in healthcare field, employing 48,000 employees across 60 countries, Cardinal Health ranked 16th on the Fortune 500 in 2020. Since 2009 the company has been listed in the Best Places to Work for LGBTQ Equality by Human Rights Campaign; even in 2020 Cardinal Health earned a top score of 100% representing HRC's Corporate Equality Index.

Cardinal Health's USP or unique selling proposition lies in its 100 years of experience in providing customized solutions for hospitals, health systems, pharmacies, ambulatory surgery centers, clinical laboratories and physician offices globally and operating the largest radiopharmaceutical network in the United States. Cardinal Health's vision is "to welcome new challenges, anticipate trends, and as Wings, brings support, speed, and mile-high vision to all customers, to be the premiere global healthcare company as recognized by current and potential customers, employees and shareholders. Diversity, inclusion and access are essential elements of that vision and are reflected in EPPIC (Ethical, people-driven, performance-driven, innovation and collaborative) core values.

Revenue :

US\$ 152.9 billion - FY ending 30th June 2020 (y-o-y growth of +5%)

US\$ 145.5 billion - FY ending 30th June 2019

SWOT Analysis :

The SWOT Analysis for Cardinal Health is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Wide range of products and services offered. 2.Presence in both manufacturing and distribution 3.Strong presence in the United States 4.Strong financial performance sustained over consecutive five years. 5.Phenomenal growth of Specialty Solutions group, proving to be a strong asset. 6.Vast provider distribution network across U.S.A 7.Runs the largest radiopharmaceutical network in the U.S.A 	<ol style="list-style-type: none"> 1.Lack of strong R&D to develop innovative products 2.Embroided in allegations over involvement in opioid epidemic 3.Pricing pressures resulting in low profits
Opportunities	Threats
<ol style="list-style-type: none"> 1.Tapping potential in Emerging Markets 2.Growing Demand for High Quality Medical products 	<ol style="list-style-type: none"> 1.Frequent FDI checks for GMPs(Good Manufacturing Practices) 2.Strong competition from new players

PESTLE Analysis :

The PESTLE Analysis for Cardinal Health is given below:

<p style="text-align: center;">Political</p> <p>1.Political and legal repercussions from the opioid epidemic 2.Divestiture of China distribution business due to government reforms</p>	<p style="text-align: center;">Economical</p> <p>1.Seasonal variations in demand due to epidemics and diseases</p>
<p style="text-align: center;">Social</p> <p>1.Patients willing to pay higher price for quality healthcare services 2.Population health management to reshape health care industry 3.Socially progressive organization leading to higher market credibility 4.Initiatives to combat drug abuse, improving brand image</p>	<p style="text-align: center;">Technological</p> <p>1.Technology to decrease supply chain costs for medical suppliers and producers 2.Blockchain to enable industry's track-and-trace requirements</p>
<p style="text-align: center;">Legal</p> <p>1.Relaxed regulatory approvals for entry in healthcare sector 2.Drug abuse issues in supply chain</p>	<p style="text-align: center;">Environmental</p> <p>1.Environmental sustainability a critical measure of socially responsible organizations</p>

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Client Support:
support@swotandpestle.com