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ROCHE SWOT & PESTLE ANALYSIS

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Company Name : Roche

Company Sector : Pharmaceutical

Operating Geography : Europe, Switzerland

About the Company : Roche is a Swiss pharmaceutical multinational which was founded in 1896 by Fritz Hoffmann-La Roche in Basel, Switzerland. Roche is a pioneer in innovation centric healthcare with a strong market holding in drugs and diagnostics. It is the global leader in biotech with differentiated drugs in tumor treatment, immunology, infectious diseases, eye related diseases and neuro. It is also the front runner in in-vitro diagnostics and tissue-based cancer diagnostics, and the leading light in diabetes management. Its market cap is around \$219 Billion as on May 2017. It has around 94,502 employees worldwide in over 100 countries as of 2016. In 2016 Roche filed for maximum number of patent applications (around 664) with the European Patent Office than any other company in Switzerland.

Revenue : \$51.34 billion (FY May 2017)

SWOT Analysis :

The SWOT Analysis for Roche is given below:

Strengths	Weaknesses
1.Strong sales trajectory 2.Launch of new drugs like Ocrevus, Tecentriq and Alecensa have led to increased earnings 3.Innovation & New Product Development 4.Strong Financials 5.Strong presence in global markets	1.Dip in sales of Tarceva, Avastin, Herceptin, MabThera, Xeloda& Tamiflu 2.Slow Growth in Herceptin MabThera \Rituxan, etc
Opportunities	Threats
1.Increase in life expectancy opening up new ways to grow sales 2.New Acquisition of Ignyta to aid in revenue growth 3.Opportunities for growth and development with technological advancement	1.Stiff Competition from Shire, CSL Behring, etc. 2.Uncertainties due to biosimilar versions 3.Multiple patents expiring may lead to loss of market share

PESTLE Analysis :

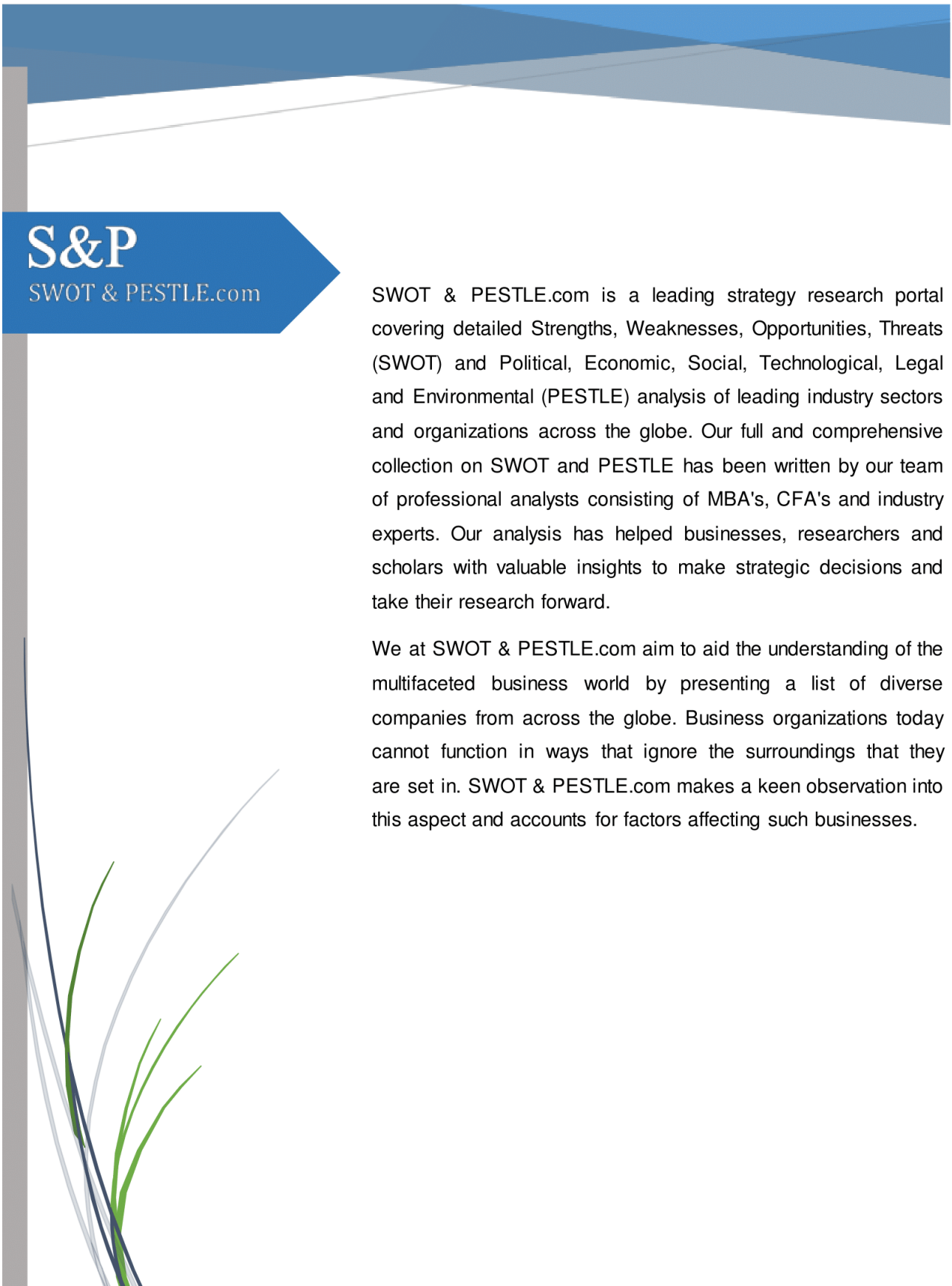
The PESTLE Analysis for Roche is given below:

Political	Economical
1.Variation across countries in Drug Regulatory Policies 2.Decline in effective tax rate	1.Adverse Impact on sales post Brexit 2.Sales growth due to inflationary pressures
Social	Technological
1.Aging population and growing diseased population 2.Growing demand of Anti-Aging products	1.Consistent technological progress 2.Integrated diagnostics & pharma aiding in synergies in tech advancement 3.Information Technology advancements 4.Scientific Information Management
Legal	Environmental
1.Dispute over pricing with Greek Government 2.Patent infringement cases	1.Management of Water Resources 2.Environmentally sustainable products 3.Follow 3Rs: reduce , Refine & Replace 4.Substituting fossil fuels with renewable energy 5.Increase in use of sustainable energy

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