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BRISTOL-MYERS SQUIBB (BMS) SWOT & PESTLE ANALYSIS

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Company Name : Bristol-Myers Squibb (BMS)

Company Sector : Pharmaceuticals

Operating Geography : United States, North America, Global

About the Company :

Bristol-Myers Squibb (BMS) is an American pharmaceutical company, headquartered in New York City. Their products are sold worldwide (U.S. being the biggest market, contributing 63% to overall revenue) and manufactured in the U.S., Puerto Rico and in five foreign countries. BMS was formed by the 1989 merger of Squibb (founded in 1858 in Brooklyn) and Bristol-Myers (founded in 1887 in Clinton, New York). Their Products can be categorized in the following major therapeutic classes: oncology; cardiovascular; immune-science; and virology, including HIV infection. As of 2021, it employs 32,200 people globally. Bristol Myers Squibb has been named a U.S. EPA Energy Star Partner of the Year (ESPOY) for the eighth consecutive year, receiving the Sustained Excellence designation for the past four years. A definitive merger agreement between Bristol Myers Squibb and Turning Point Therapeutics, Inc. was announced in March 2022. Bristol Myers Squibb will buy Turning Point Therapeutics for \$76.00 per share. The deal is expected to be finalised in the third quarter of 2022. With the help of this deal, Bristol will be able to maximise the capabilities of its precision oncology platform and raise the bar for cancer patients' care.

The USP of Bristol lies in that it is one of the world's largest pharmaceutical companies. Bristol's mission statement states 'To discover, develop and deliver innovative medicines that help patients prevail over serious diseases.' While vision is "To be the world's leading biopharma company that transforms patients' lives through science".

Revenue :

\$46.4 billion – FY ending 31st Dec 2021 (y-o-y growth 9%)

\$42.5 billion – FY ending 31st Dec 2020

SWOT Analysis :

The SWOT Analysis for Bristol-Myers Squibb (BMS) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Innovation \u2013 New Product Development 2. Strong focus on Research and Development 3. Strong and diverse brand portfolio 4. High credit rating, low borrowing cost 5. Complimentary alliances for vertical integration 6. Breakthrough solutions developed for diseases 	<ul style="list-style-type: none"> 1. Revenue dependence on few prioritized brands 2. Weak presence in biologics segment 3. Major dependency on US and European markets 4. Loss of market exclusivity of the products
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growing cancer immunotherapy market 2. Increasing globalization in Pharma industry, opening of new markets through trade agreements 3. Leverage advance digital technologies to transform healthcare 	<ul style="list-style-type: none"> 1. Increasing competition from generic drugs manufacturers 2. Changes in U.S. or foreign laws and regulations 3. Adverse changes in U.S., global, regional or local economic conditions

PESTLE Analysis :

The PESTLE Analysis for Bristol-Myers Squibb (BMS) is given below:

Political	Economical
1.Impact of U.S. \u2013 China trade war on pharma	1.Fluctuations in currency market 2.Impact of global economic uncertainty
Social	Technological
1.Continued aging of the global population 2.Increase in lifestyle-related diseases	1.Proliferation in digital health technologies 2.Rise in advanced analytics 3.Integration of automation and virtual reality in manufacturing plants
Legal	Environmental
1.Changes in IP protection laws 2.Laws to reduce circulation of counterfeit drugs	1.Corporate vision aligned with sustainable development to address climate change

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