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ASTRAZENECA SWOT & PESTLE ANALYSIS

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Company Name : AstraZeneca

Company Sector : Biopharmaceutical and Pharmaceutical

Operating Geography : United Kingdom, Europe, Global

About the Company :

AstraZeneca is an Anglo-Swedish global pharmaceutical and biopharmaceutical company with headquarter in Cambridge, United Kingdom. The business is driven and led by science, technology and innovation, providing medicines used by millions of patients worldwide. The Swedish Astra AB and the British Zeneca Group were combined to form the company, which was established in 1999. It has been one of the largest pharmaceutical companies in the world since the merger and has made a number of business acquisitions, including Cambridge Antibody Technology in 2006, MedImmune in 2007, Spirogen in 2013, and Definiens in 2014. Three strategic locations host the majority of its research and development activities: Cambridge, England; Gothenburg, Sweden; and Gaithersburg, Maryland, United States. It has a market cap of \$204.37 Billion as in July, 2022. The product portfolio on the group consists of medicines for curing diseases such as Cancer, Cardio vascular, Respiratory, Neuroscience, Oncology, Infection and Vaccines. AstraZeneca was awarded Company of the year 2020 by Scrip. In May 2022, AstraZeneca and RQ Biotechnology Ltd. (RQ Bio) entered into a licence agreement for a portfolio of early-stage monoclonal antibodies (mAbs) directed against COVID-19-causing SARS-CoV-2. According to the agreement, AstraZeneca has been granted the sole right to create, produce, and market mAbs that are effective against SARS-CoV-2.

The USP of AstraZeneca lies in it being under the Top 10 pharmaceutical companies in the world. AstraZeneca's mission as per their website is to "turn ideas into life-changing medicines that improve patients' lives and benefit society."

Revenue :

\$ 37.42 Billion - FY ending 31st December 2021

\$ 26.62 Billion - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for AstraZeneca is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Ranked first in innovation index. 2.High percentage of R&D Expenditure amongst the industry leaders. 3.Strong financial performance. 	<ol style="list-style-type: none"> 1.Bad public relations image and other controversies 2.High failure rate for drug leads to high operational losses. 3.Problems of blood clots with their COVID-19 vaccine
Opportunities	Threats
<ol style="list-style-type: none"> 1.Vast growth opportunities in the emerging markets that can be future drivers for growth. 	<ol style="list-style-type: none"> 1.Acquisition by financially bigger and wealthier companies. 2.Loss of revenue because of generics. 3.High drug development cost.

PESTLE Analysis :

The PESTLE Analysis for AstraZeneca is given below:

Political	Economical
1.Uncertainty due to BREXIT. 2.Increased spending on healthcare by governments by providing healthcare programs (as Obama-care and Modi-care)	1.Steps taken by the Trump Government to lower drug prices. 2.Rising returns on the R&D investment in the pharmaceutical industry.
Social	Technological
1.Aging population will lead to greater growth opportunities. 2.Significant growth in the number of patients suffering from diseases caused by urban lifestyle. 3.Rising income levels.	1.Investing in building innovation centre to promote quality manufacturing 2.Artificial Intelligence and tracking systems to aid in drug discovery and tackling counterfeits
Legal	Environmental
1.Fluctuations in drug approval from the regulatory bodies. 2.Changes made in the corporate tax rate in the USA 3.Impact of GDPR on operation and development of drugs.	1.Leadership role taken by AstraZeneca to tackle the global climate change.

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