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TAKEDA PHARMACEUTICAL COMPANY SWOT & PESTLE ANALYSIS

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Company Name : Takeda Pharmaceutical Company

Company Sector : Pharmaceutical

Operating Geography : Japan, Asia, Global

About the Company :

Takeda Pharmaceutical Company was founded on June 12, 1781 and incorporated on January 29, 1925 and is headquartered in Osaka, Japan. It became a publicly traded company in May 1949. Takeda first made an entry into the US pharmaceutical market by a joint venture with Abbott laboratories in 1977, also called as TAP pharmaceuticals. Takeda and Abbott together launched the blockbusters Lupron in 1985 and Prevacid in 1995. Takeda is the largest pharmaceutical company in Japan and Asia and a top 15 pharmaceutical company in the world. It has a wide-range of product portfolio which includes Alogliptin benzoate, Azilsartan, Bortezomib, Brentuximab vedotin, Colchicine, Dexlansoprazole, Febuxostat, Ixazomib, Lansoprazole, Leuporelin acetate, Lubiprostone, Pantoprazole, Vedolizumab, Vonoprazan, and Vortioxetine. The company provides its services in 80 different countries including Japan, U.S, Europe & Canada, and Growth & Emerging markets. As of early 2021, Takeda has approximately 47,000 employees worldwide. The company ranked 409 in Global 500 in 2021. On September 2021, Takeda Pharmaceutical and JCR Pharmaceuticals collaborated to commercialize JR-141.

Takeda Pharmaceutical's unique selling proposition or USP lies in being the third and first largest pharmaceutical markets in Japan and U.S. respectively. Takeda Pharmaceutical's purpose is "Better Health for People, Brighter Future for the World."

Revenue :

¥ 3,197.18 billion – FY ended March 31st , 2021

¥ 3,291.20 billion – FY ended March 31st , 2020

SWOT Analysis :

The SWOT Analysis for Takeda Pharmaceutical Company is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strong global presence in nearly 70 countries 2.Sharply increasing trend in the company's revenue 3.Drastic hike in the value of assets acquired in the past few years 4.Strong cash and cash equivalents at hand 	<ol style="list-style-type: none"> 1.Substantial increase in debt due to Shire acquisition 2.Product recalls and interrupted projects have affected image earlier 3.Declining sales value over the years
Opportunities	Threats
<ol style="list-style-type: none"> 1.Pipeline poised to deliver strongly in the coming years 2.Growth potential in the emerging markets such as India 3.Growing global pharma market 	<ol style="list-style-type: none"> 1.Dependence on thirdparty suppliers for major raw materials 2.Indian pharma companies are catching up really first in the regulated markets 3.Issues with cybersecurity might pose a huge threat to Takeda

PESTLE Analysis :

The PESTLE Analysis for Takeda Pharmaceutical Company is given below:

Political	Economical
1.Increased political attentions 2.Japanese Chinese Political Relations and Tensions	1.Globalization of products to open growth opportunities 2.Healthcare financing and research expenditure to rise faster than GDP growth
Social	Technological
1.Developing superior pharmaceutical products 2.Increase in global population to drive healthcare demand	1.Using web-based social networking 2.Leveraging power of data and digital to deliver strategic priorities 3.Innovatingly Disruption of the Existing Technology
Legal	Environmental
1.Legal challenges in areas such as cyber security, anti-corruption, anti-trust issues and abuse of sales and marketing tactics	1.Appropriate stockpiling and disposal related CSR activites 2.Corporate-driven activities on environmental change

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