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## LONZA GROUP AG SWOT & PESTLE ANALYSIS

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**Company Name :** Lonza Group AG

**Company Sector :** Pharma

**Operating Geography :** Switzerland, Europe, Global

**About the Company :**

Lonza Group AG headquartered in Basel, Switzerland is a Swiss multinational manufacturing company founded in 1987, for the pharmaceutical, biotechnology and nutrition sectors, with major facilities in Europe, North America and South Asia. Lonza was established under that name in the late 19th-century in Switzerland. The company provides product development services to the pharmaceutical and biologic industries, including custom manufacturing of biopharmaceuticals and detection systems and services for the bioscience sector. As on 2021, number of employees working under Lonza were 16,218. As on 2022, Lonza has been recognized by Ethisphere, a global leader in defining and advancing the standards of ethical business practices, as one of the 2022 World's Most Ethical Companies. This marks the second year running that the company is recognized for this award and acknowledges its successful efforts in combining performance with integrity and accountability.

Lonza Group AG Unique Selling Point or USP is that it creates a healthier world by supporting their healthcare customers on the path to commercialization. Its community of 16,000 skilled employees work across a global network of more than 30 sites to deliver for their customers across the pharma, biotech and nutrition markets. The mission statement of Lonza Group AG reads “Integrity, innovation, inclusion and initiative are its four core values.”

**Revenue :**

CHF 4,508 million - FY ending 31st December 2021 (y-o-y increase -20%)

CHF 5,409 million - FY ending 31st December 2020

**SWOT Analysis :**

The SWOT Analysis for Lonza Group AG is given below:

Strengths	Weaknesses
<p>1.Strong focus on research and development enhancing competitiveness</p> <p>2.Strong market presence allows Lonza Group to mitigate economic risks</p> <p>3.Lonza Group's wider geographical presence allows it to capture major markets across the globe and increase market share</p> <p>4.Diversified product portfolio lowers the risks and reduces the impact of covid 19</p> <p>5.Custom development and manufacturing allow Lonza group to capture diverse markets</p>	<p>1.Lawsuits filed against Lonza Group may impact its profitability and damage its reputation</p> <p>2.Shortage of trained staff will impact Lonza Group's business operations</p>
Opportunities	Threats
<p>1.Consistent focus on expansion and strategic collaborations can drive its growth</p> <p>2.The global pharmaceutical market is expected to expand providing growth opportunities.</p> <p>3.New Product Introductions to deliver value to clients</p>	<p>1.The need to comply to various country specific laws and regulations, can hamper the growth opportunities</p> <p>2.Intense competition from various pharmaceutical companies at national and international levels</p>

## PESTLE Analysis :

The PESTLE Analysis for Lonza Group AG is given below:

Political	Economical
<p>1.Changing European regulation for Clinical Trials will impact Lonza Group's operations</p> <p>2.Swiss government providing support to Pharma companies will positively impact Lonza Group's business</p> <p>3.Biden Administration's policy for pharma supply chain will positively affect Lonza Group's business</p>	<p>1.Skilled labour shortages will impact operational costs</p> <p>2.Reduction in drug prices due to government regulations will affect production cost</p>
Social	Technological
<p>1.Changing consumer buying behaviour for a drug based on product packaging will impact Lonza Group's business</p> <p>2.Shift in consumer demand towards digital prescription fulfilment will impact Lonza group's supply chain</p> <p>3.An ever-increasing number of patients, and a growing and ageing population, necessitates expanded drug access.</p>	<p>1.Proprietary technology to provide best in class solutions</p> <p>2.Continuous focus on digital transformation of its Pharmaceutical Operations</p>
Legal	Environmental
<p>1.Lawsuits filed against Lonza Group may impact its profitability and damage its reputation</p> <p>2.Increasing country specific laws and regulations can limit Lonza Group's growth opportunities.</p>	<p>1.Heavy focus on reducing carbon emissions and promoting low carbon investment</p> <p>2.Strong focus on sustainability initiatives to achieve sustainable development goals</p>

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