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CHUGAI PHARMACEUTICAL CO. LTD. SWOT & PESTLE ANALYSIS

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Company Name : Chugai Pharmaceutical Co. Ltd.

Company Sector : Pharmaceutical

Operating Geography : Japan, Asia, Global

About the Company :

Chugai Pharmaceutical Co., Ltd. is a Japanese pharmaceutical company. It is a subsidiary of Hoffmann-La Roche, which controls 62 per cent of the firm and is based in Tokyo. Chugai was founded in 1925 and has since updated its business management by constructing research facilities and plants, as well as contributing to healthcare in Japan and overseas through a variety of goods. The company researches and develops treatments for bone and blood disorders, cancer, infectious diseases, immune system disorders, and cardiovascular, kidney, and brain ailments. Neutrogin addresses white blood cell loss induced by chemotherapy; Epogin treats red blood cell loss caused by chronic renal failure; Sigmart, an antianginal drug; and Alfarol for osteoporosis are some of the products offered by the firm. Through subsidiaries and branch locations, Chugai Pharmaceuticals has operations in Asia, Europe, and North America. On May 10th, 2022, the company announced that it will extend its commitment to the World Federation of Hemophilia Humanitarian Aid Program until 2028, in collaboration with Roche.

Chugai Pharmaceutical's USP or unique selling proposition is that it is the pioneer in next-generation personalised healthcare (PHC), with strong collaborations with Roche to ensure that novel treatments are generally accessible. The mission statement of Chugai reads, " to create innovative drugs for the benefit of patients".

Revenue :

JP ¥ 804.7 billion - FY ending 31st March 2021

JP ¥ 786.9 billion - FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Chugai Pharmaceutical Co. Ltd. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strategic partnership with Roche 2.Strong consistent financial performance creating value for its shareholders 3.World class technologies providing competitive advantages 4.Rich product portfolio with 54 pipeline projects 5.Recognized market leader amongst healthcare professionals 	<ol style="list-style-type: none"> 1.High dependence on Japanese market for its revenue 2.Over reliance on Roche causing, it to lose its independence
Opportunities	Threats
<ol style="list-style-type: none"> 1.Growing pharmaceutical market globally 2.Development of API manufacturing unit to strengthen its production capabilities 3.Opportunity to increase revenue with newly developed products 4.Drug approvals can help increase market share 	<ol style="list-style-type: none"> 1.Development of new disruptive technology or solution 2.Change in terms of alliance with Roche 3.Rising Covid-19 cases can affect company operations

PESTLE Analysis :

The PESTLE Analysis for Chugai Pharmaceutical Co. Ltd. is given below:

Political	Economical
1.Amendment of Pharmaceuticals and Medical devices (PMD) Act 2.Japan lowering drug costs to make it more affordable	1.Stagnation of Japanese economy can hinder company growth 2.Rising medical cost in Japan
Social	Technological
1.Aging Japanese population to increase demand 2.Shrinking Japanese population can create downward drag on company sales	1.Introduction of Digital biomarkers to analyse outcome of drug treatment 2.Utilization of AI for drug discovery
Legal	Environmental
1.Infringement of IP rights by competitor 2.Settlement of dispute against Chugai	1.Positively driven CSR activities for environmental change

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Client Support:
support@swotandpestle.com