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MERCK & CO. SWOT & PESTLE ANALYSIS

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Company Name : Merck & Co.

Company Sector : Pharmaceuticals

Operating Geography : United States, North America, Global

About the Company :

Merck & Co., Inc., headquartered in Kenilworth, New Jersey, is an American global pharmaceutical business. Merck & Co. has its roots in Merck Group, a former German parent firm founded by the Merck family in 1668 when Friedrich Jacob Merck bought a medicine business in Darmstadt. Merck & Co. was founded in 1891 as a subsidiary of Merck & Co. in the United States. The company remains at the forefront of research to prevent and treat diseases that threaten people and animals, such as cancer, infectious diseases like HIV and Ebola, and emerging animal diseases. The company works with clients and operates in more than 140 countries to supply innovative health solutions through prescription medications, vaccines, biological therapies, and animal health products. It also shows its dedication to expanding access to health care by implementing far-reaching policies, programmes, and collaborations. Merck announced in June 2022 that the FDA had approved an expanded indication for VAXNEUVANCETM (Pneumococcal 15-valent Conjugate Vaccine) (pronounced VAKS-noo-vans) to include children aged 6 weeks to 17 years.

Merck & Co.'s Unique Selling Point or USP lies in it being the world's leading biopharmaceutical firm, with more than a century of experience creating for life and developing medicines and vaccines for some of the world's most difficult diseases. The mission statement of Merck & Co. reads, "We aspire to improve the health and wellness of people and animals worldwide and to expand access to our medicines and vaccines. All of our actions must be measured against our responsibility to those who use or need our products".

Revenue :

\$ 48,704 million – FY ending 31st December 2021

\$ 47,994 million – FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Merck & Co. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Best management team in pharmaceutical industry 2. Market exclusivity because of global patent portfolios 3. Competitive positioning based on research and development 4. Animal Health Care division among top performers in the world 	<ul style="list-style-type: none"> 1. Significant dependence on a few products 2. High dependence on patented products for high profitability
Opportunities	Threats
<ul style="list-style-type: none"> 1. High growth in global pharmaceutical market 2. High growth in global biologics market 3. Growth opportunities from strategic acquisitions 	<ul style="list-style-type: none"> 1. Negative events in animal health industry 2. Stiff competition for patent rights 3. Coronavirus pandemic slowing sales of other products

PESTLE Analysis :

The PESTLE Analysis for Merck & Co. is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Trade war with China impeding exports 2.Unfavorable impact of transition tax for acquiring Peloton 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Loss of value due to higher actual inflation than expected
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Social distancing measures resulting in lesser sales of physician-administered products 2.Increased demand of animal health as first-time pet owners soars during pandemic 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Use of blockchain to protect pharmaceutical product integrity 2.Artificial Intelligence and machine learning helping in data analysis 3.3D printing to bring disruptive innovation
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.MFN rule in OECD countries could adversely impact business 2.US Affordable Care Act impacting profits negatively 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.People getting affected by climate change need sustainable healthcare 2.Pharmaceuticals in the environment reimbursed as Environmental liability

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