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GLAXOSMITHKLINE PLC SWOT & PESTLE ANALYSIS

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Company Name : GlaxoSmithKline Plc

Company Sector : Pharmaceuticals and Consumer Healthcare

Operating Geography : United Kingdom, Global

About the Company :

GSK is a global biopharmaceutical company with its headquarters located in London, United Kingdom. As of 2023, the company boasts an extensive and dedicated workforce of 69,400 spread across various countries, working towards a common purpose of advancing healthcare and making a transformative impact on patient's lives. With a rich history of pioneering medical breakthroughs and delivering innovative healthcare solutions, GSK has been at the forefront of addressing unmet medical needs for decades. The company's core business revolves around discovering, developing, and manufacturing vaccines, medicines, and consumer healthcare products. Its diversified portfolio covers a wide range of therapeutic areas, including infectious diseases, oncology, respiratory, immunology, and more. On May 16, 2022, the company underwent a name change from GlaxoSmithKline to GSK.

With 37 manufacturing sites and a vast network of over 24,000 suppliers, GSK ensures the efficient production and supply of its products to meet the healthcare demands of patients across the globe. The company's vaccines division is a global leader, delivering millions of vaccine doses every day. Approximately 40% of the world's children receive a GSK vaccine annually. GSK has been ranked 1st in the Access to Medicine Index and achieved a remarkable 2nd position in the pharmaceuticals industry according to the S&P Global Corporate Sustainability Assessment with a score of 86 as of 17th February 2023. These achievements further solidify GSK's position as a key player in the pharmaceutical industry, committed to making a positive impact on society and the environment.

As a leading biopharmaceutical company, GSK's unique selling proposition lies in its robust research and development capabilities, which have led to numerous groundbreaking discoveries and innovative treatments. Guided by its vision to unite science, technology, and talent, GSK's mission is to positively impact the health of 2.5 billion people by the end of 2030. With this mission in mind, GSK strives to deliver life-changing treatments and preventive solutions to patients worldwide.

Revenue :

£ 29.3 billion - FY ending 31st Dec 2022 (y-o-y growth -14.08%)

£ 34.1 billion - FY ending 31st Dec 2021

SWOT Analysis :

The SWOT Analysis for GlaxoSmithKline Plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global sales and marketing infrastructure 2.Strategic collaborations and acquisitions driving innovation and growth in healthcare: 3.Strong financial performance and strategic initiatives: 4.Advancing healthcare through research and development innovation and collaboration: 5.Strengthening the manufacturing network to support growth in vaccines and specialty medicines 	<ul style="list-style-type: none"> 1.GSK's brand image is affected by the health care settlements in the US and bribery charges:
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growth opportunity in the vaccines business 2.Growth opportunity in the HIV and infectious disease business 3.Opportunities in the emerging markets driven by the increasing awareness about healthcare needs 4.UK grants groundbreaking authorization for RSV Vaccine 5.Opportunity in the growing nicotine gum market: 	<ul style="list-style-type: none"> 1.Intense competition from Generic drugs 2.Drug pricing controls leading to cost containment pressures 3.Challenges to patent protection by competitors:

PESTLE Analysis :

The PESTLE Analysis for GlaxoSmithKline Plc is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Adapting to geopolitical tensions in health and life sciences industries: 2.Impact of Russia-Ukraine war: 3.Government segments outpace commercial segment: 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Rising pressure on healthcare costs: 2.Impact of global economic conditions on the pharmaceutical industry
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Growing and aging populations worldwide: 2.Growing demand for preventive healthcare products and medications 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Track and trace technology to remove counterfeits 2.Growing medical research and development 3.Blockchain and AI (Artificial Intelligence) to enable data decentralization opening up new opportunities 4.Digital transformation to improve patient engagement, optimize supply chains and enhance marketing strategies:
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Managing Intellectual property rights (IPR) in pharma: 2.Growing demand for preventive healthcare products and medications 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Focus on managing environmental impact 2.Sustainable initiatives and industry challenges

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