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NOVARTIS INTERNATIONAL SWOT & PESTLE ANALYSIS

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Company Name : Novartis International

Company Sector : Pharmaceuticals

Operating Geography : Switzerland, Global

About the Company : Novartis International AG, a Swiss multinational pharmaceutical company based in Basel, Switzerland, it has a history going back more than 150 years. Novartis was formed after joining the pharmaceutical and agrochemical businesses of Ciba-Geigy and Sandoz; when in 1996, Ciba-Geigy merged with Sandoz. Sandoz division offers more than 1000 different types of high quality, affordable products across various therapeutic areas and the division is a global leader in generic medicines and biosimilars. Market capitalisation of the company is \$172 billion as per Dec 2016. The company has around 123,000 employees and their products are available in 155 countries as of 2016.

Revenue :\$ 48.5 billion – for FY ending Dec 2016

SWOT Analysis :

The SWOT Analysis for Novartis International is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Global Healthcare company 2.Research & Development is main focus of the company's strategy 3.Strong product portfolio 4.Growing therapy areas 5.Corporate responsibility 	<ol style="list-style-type: none"> 1.Sales is declining 2.Declining growth in Established medicines 3.Anti-infectives business is also declining
Opportunities	Threats
<ol style="list-style-type: none"> 1.Strong demographic and economic trends 2.Rising demand for biosimilars 3.Great potential of emerging markets 4.Growing medical research 5.Oncology segment 	<ol style="list-style-type: none"> 1.Competition from generics 2.Increasing pressure on healthcare costs 3.Risk for drug prices 4.Challenges with emerging markets

PESTLE Analysis :

The PESTLE Analysis for Novartis International is given below:

Political	Economical
1.Regulatory action on drug prices 2.Impact of new president election (Donald Trump) in US on pharma and healthcare 3.GST implementation in India	1.Shift to outcome focused calculations 2.Rising pressure on healthcare costs
Social	Technological
1.Growing and aging populations worldwide 2.Advantages of social media marketing	1.Rise of data analytics 2.Rise of Artificial intelligence(AI)
Legal	Environmental
1.Managing Intellectual property rights(IPR) in pharma	1.Infectious diseases 2.Potential of pharm-emerging markets 3.Growing medical research

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