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

## PESTLE Analysis :

The PESTLE Analysis for Novartis International is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Regulatory action on drug prices</li> <li>2.Impact of new president election (Donald Trump) in US on pharma and healthcare</li> <li>3.GST implementation in India</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Shift to outcome focused calculations</li> <li>2.Rising pressure on healthcare costs</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Growing and aging populations worldwide</li> <li>2.Advantages of social media marketing</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Rise of data analytics</li> <li>2.Rise of Artificial intelligence(AI)</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Managing Intellectual property rights(IPR) in pharma</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Infectious diseases</li> <li>2.Potential of pharm-emerging markets</li> <li>3.Growing medical research</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Novartis International** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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