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ALLERGAN SWOT & PESTLE ANALYSIS

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Company Name : Allergan

Company Sector : Pharmaceutical Industry

Operating Geography : Ireland, Europe, Global

About the Company : Allergan plc, is headquartered in Dublin, Ireland. It is a bold, global pharmaceutical company and a leader in a new industry model – Growth Pharma. Allergan focuses on developing, manufacturing and commercializing branded pharmaceuticals, devices and biologic products for patients around the world. The company markets a portfolio of leading brands and best-in-class products for the central nervous system, eye care, medical aesthetics and dermatology, gastroenterology, women's health, urology and anti-infective therapeutic categories.

Revenue :14570.6 million USD (2016)

SWOT Analysis :

The SWOT Analysis for Allergan is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.A sound R&D strategy 2.TEVA agreement 3.Operations in more than 100 countries with sound business strategy 	<ol style="list-style-type: none"> 1.High dependency on suppliers 2.High dependency on regulatory laws in foreign countries as well as in the US 3.Dependency on small number of large wholesalers and distributors as primary customers
Opportunities	Threats
<ol style="list-style-type: none"> 1.Integrating recently acquired businesses to enhance profitability 2.Improving control over suppliers as well customers 3.Timely development and launches of new products ahead of competitors 	<ol style="list-style-type: none"> 1.Large competitors with deep pockets 2.Company can be subjected to various litigations 3.After market developments

PESTLE Analysis :

The PESTLE Analysis for Allergan is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Adverse effects of regulations enforced by European Union 2. Reimbursement and Pricing of company's product under scrutiny during Trump's administration 3. Healthcare Reform 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Challenging and tighter credit conditions 2. Foreign currency fluctuations
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Social contract signed to keep price change in check 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Opportunities due to development of Biotechnology
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Federal Regulations of negotiations between branded and generic products 2. Internal Revenue service legislation 3. Approvals from FDA and similar such associations 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Large environmental liabilities due to company's operations

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