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## TEVA PHARMACEUTICAL INDUSTRIES SWOT & PESTLE ANALYSIS

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**Company Name :** Teva Pharmaceutical Industries

**Company Sector :** Pharmaceutical

**Operating Geography :** Israel, Asia, Global

**About the Company :** TEVA Pharmaceutical Industries is 117 years old, headquartered in Israel and the world's leading generic pharmaceutical company. It is focused on catering to the healthcare needs of patients around the globe in all forms of medications. It has vertically integrated its innovations, manufacturing, marketing, and sales. Its major revenue share comes from US (45%), followed by Europe (25%) and growth markets (30%) as of 2017. TEVA operates in a broad brand line of 5 basic categories such as central nervous system (CNS), respiratory, women's health, oncology and others. Due to relaxation of pharmaceutical regulations in US and Trump's focus on reducing generic drug prices, TEVA is under high financial distress due to price erosion and high operating costs. This global pharmaceutical company's goal is to provide a broad range of affordable and effective medicines to patients around the world.

Teva's mission statement read "Our mission is to be a global leader in generics, specialty medicines and biopharmaceuticals, improving the lives of patients."

**Revenue :**

\$ 18,854 million – FY ending 31st Dec 2018 (y-o-y loss – 15.8%)

\$ 22,385 million – FY ending 31st Dec 2017

## SWOT Analysis :

The SWOT Analysis for Teva Pharmaceutical Industries is given below:

| Strengths  | Weaknesses  |
|--|---|
| <ol style="list-style-type: none"> <li>1. Leading to generic drugs and 13th in pharmaceuticals globally</li> <li>2. Strong and established distribution and sales networks</li> <li>3. Diverse portfolio of over 1300 molecules in generics across categories</li> <li>4. Patent of bestseller drug Copaxone</li> <li>5. Membership of pharma's trade association</li> </ol> | <ol style="list-style-type: none"> <li>1. Dipping sales volumes and weak performance in US generic drug market</li> <li>2. High debts and lack of free cash</li> </ol>  |
| Opportunities  | Threats   |
| <ol style="list-style-type: none"> <li>1. Leverage upon the strengths of acquisitions</li> <li>2. Tap growing demand for existing and new products</li> <li>3. Strengthening the speciality medicines portfolio</li> </ol>   | <ol style="list-style-type: none"> <li>1. Price erosion in the US and its global impacts</li> <li>2. Consolidated consumer base in US generic markets</li> <li>3. Competitive market conditions</li> <li>4. Long running legal costs weighing heavily on Teva's finances</li> </ol> |

## PESTLE Analysis :

The PESTLE Analysis for Teva Pharmaceutical Industries is given below:

| Political   | Economical  |
|---|---|
| 1. Trump's vision to ease drug prices   | 1.Effect of macroeconomic fluctuations in international markets<br>2.Efficiency of financial markets and exchange rates                           |
| Social  | Technological   |
| 1. Rising income levels and health concerns<br>2. TEVA's restructuring plans and its social impacts | 1. R&D needs consistent investments to keep the innovation-driven edge<br>2. Issues regarding quality and supply needs technological intervention |
| Legal   | Environmental   |
| 1. TEVA blamed for price collusion by attorney generals of 20 states of US<br>2. Expiry of patents  | 1.Abiding by environmental norms of different markets<br>2.Evolving consumer behavior towards ecological products.                                |

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