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MERCK KGAA SWOT & PESTLE ANALYSIS

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Company Name : Merck KGaA

Company Sector : Pharmaceuticals and Chemicals

Operating Geography : Germany, Europe, Global

About the Company :

The Merck Group (commonly known as Merck) is one of the oldest multinational chemical and pharmaceutical company globally, founded in 1668 by Friedrich Jacob Merck. Entire business of the group can be broadly divided into three categories: Healthcare, Life Science and Electronics. Headquartered in Darmstadt, Germany, Merck operates in 66 countries with more than 60,348 employees as of 2021. Merck has operations throughout Europe, Africa, Asia, Oceania, and the Americas. It has major research and development centres in Darmstadt, Boston, Tokyo, and Beijing, as well as other R&D units in Taiwan, France, Israel, South Korea, India, and the United Kingdom. Merck announced a collaboration with Agilent Technologies to advance Process Analytical Technologies (PAT) in June 2022. PAT is a critical enabler for real-time release and Bioprocessing 4.0, and is strongly encouraged by global regulatory authorities.

The USP of Merck lies in it being ranked under Top 10 largest pharma companies in the world. Merck's mission is "to improve health and well-being and help people in low- and middle-income countries and underserved regions to lead better lives."

Revenue :

19,687 million – FY ended 31st December 2021 (year-on-year growth of 12.3%)

17,534 million – FY ended 31st December 2020

SWOT Analysis :

The SWOT Analysis for Merck KGaA is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global leader in fertility drugs and treatment 2.Continued investments to expand capabilities and production 3.Consistently strong financial performance 4.Risk diversified business portfolio 5.Strong focus on R&D to introduce new product offerings 6.Strong Investment grade rating 	<ul style="list-style-type: none"> 1.Weak player in Latin America, middle east and Africa
Opportunities	Threats
<ul style="list-style-type: none"> 1.Great potential to dominate future automotive and lighting display market 2.Accelerating demand of semiconductor materials 3.Growth in pharmaceutical industry due to Covid-19 4.Leveraging e-commerce and distribution platform 5.Growth due to CRISPR technology 	<ul style="list-style-type: none"> 1.Changes in political landscape of Europe: Brexit and growing protectionism 2.Increasing relevance of emerging markets 3.Negative political and macroeconomic developments

PESTLE Analysis :

The PESTLE Analysis for Merck KGaA is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Policies regarding the health insurance in the Germany 2.Self-governing body to develop healthcare frameworks throughout the country 3.Right to health policies 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Slowdown in European Economy 2.Asia-Pacific region to present significant growth opportunities
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Increased awareness towards the health 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Privatization of healthcare leading to higher use of technologies 2.Use of tech. to reduce time to market for drugs
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Highly standardized markets with stringent regulations 2.Involvement in various lawsuits 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Working towards energy conservation 2.'Design for sustainability' program to address adverse environmental impacts

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