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SANOFI SWOT & PESTLE ANALYSIS

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Company Name : Sanofi

Company Sector : Pharmaceuticals

Operating Geography : France, Europe, Global

About the Company : Sanofi Corporation was incorporated in 1994 as a *soci te  anonyme*, a form of limited liability company, for a term of 99 years. In 2004, after a merger with Aventis, it operated under name Sanofi-Aventis until 2011. Since May 2011, it has operated under the commercial name “Sanofi”. Sanofi is a leading global healthcare company, fifth largest pharmaceutical company globally by sales, focused on therapeutic solutions. Sanofi has three principal activities: Pharmaceuticals, Consumer Healthcare (CHC) and Vaccines via Sanofi Pasteur. Sanofi sells prescription drugs mainly to wholesale drug distributors and rare disease products are also sold directly to physicians.

Revenue :

35.05 billion (FY ended December 31st, 2017)

33.82 billion (FY ended December 31st, 2016)

SWOT Analysis :

The SWOT Analysis for Sanofi is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.A global leader in healthcare 2.Consistently strong financial performance 3.Portfolio expansion through strategic acquisitions 	<ul style="list-style-type: none"> 1.Over dependence on Lantus and other flagship products 2.Major increase in other expenses
Opportunities	Threats
<ul style="list-style-type: none"> 1.Potential in Vaccines 2.Growth opportunities in emerging markets 3.Use of digital technologies to improve R&D and clinical outcomes 	<ul style="list-style-type: none"> 1.Increasing availability of Counterfeit drugs 2.Threat from cheaper generic alternatives 3.Fierce competition with regards to market share 4.Increased transparency expectations leading to new regulations 5.Pricing pressures due to concentration of the US market

PESTLE Analysis :

The PESTLE Analysis for Sanofi is given below:

<p style="text-align: center;">Political</p> <p>1.Increasing Government interventions</p>	<p style="text-align: center;">Economical</p> <p>1.Healthcare Packages 2.GDP growth and healthcare spending</p>
<p style="text-align: center;">Social</p> <p>1.Needs of diverse demographic distribution 2.Unmet medical needs remaining high</p>	<p style="text-align: center;">Technological</p> <p>1.Leveraging technology to increase efficiency of clinical trial 2.Automation leading to higher throughput data 3.Digitization, artificial intelligence and technological breakthroughs</p>
<p style="text-align: center;">Legal</p> <p>1.Multiple regulatory frameworks 2.International Tax laws</p>	<p style="text-align: center;">Environmental</p> <p>1.Environmental liabilities and Evolving regulations 2.Contaminations around manufacturing facilities 3.Sustainability initiatives for reducing environmental footprint</p>

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