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MYLAN SWOT & PESTLE ANALYSIS

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Company Name : Mylan

Company Sector : Pharmaceutical

Operating Geography : United States, North America, Global

About the Company : Mylan is a public company defined by the business law in Netherlands with its stocks listed under NASDAQ. The company is headquartered in Pennsylvania, USA while its main executive offices are located in UK. Founded in 1961 as a drug distributor company, Mylan ranks fifth among generic and specialty pharmaceuticals company in the world as per 2018 revenue figures. It has employed 35000 employees worldwide. Mylan was dragged into controversies in the last few years for their lack of patient-centricity. Few unsympathetic public comments from top executive, their questionably high salary, price inflation for EpiPen - an anti-allergy drug, and controversial advertisements has concerned Mylan shareholders. But, the company under CEO Heather Bresch is sustaining its competitiveness in the market. Despite of increasing regulations, Mylan has been able to avoid any lawsuit related to their generic products since 2000. Mylan has a mission to provide access to the best quality medicine all over the world. To create a new and better brand image, the company is focusing on innovation, integrity, and reliability from last year. They aim to be the global leader in pharmaceutical industry through their generic and branded medicines.

Revenue :

\$11,433 million - FY ended Dec 2018 – (year-n-year growth of -4%)

\$11,907 million - FY ended Dec 2017

SWOT Analysis :

The SWOT Analysis for Mylan is given below:

| Strengths | Weaknesses |
|--|--|
| <ul style="list-style-type: none"> 1.Expertise in generic medicines sector 2.Diversification and broad portfolio across products, markets and channels 3.Strong business model with collaborations and partnerships 4.Broad scientific capabilities with strong R&D 5.Focusing on continuous innovation | <ul style="list-style-type: none"> 1.Mismanagement of EpiPen Crisis damaging Mylan's brand image 2.Lack of shareholder confidence 3.Declining revenue and equity value |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Better public relations 2.Volume-based revenue generation 3.Differentiation into non-medicine sector | <ul style="list-style-type: none"> 1.Regulations from government agencies like FDA & FTC 2.Influence from Institutional Shareholder Services 3.Cutthroat competition in pharmaceutical Industry |

PESTLE Analysis :

The PESTLE Analysis for Mylan is given below:

| | |
|--|--|
| <p style="text-align: center;">Political</p> <p>1. Government view of Generic Medicines 2. Employment laws in different countries</p> | <p style="text-align: center;">Economical</p> <p>1. Moderate consumer spending power in emerging markets</p> |
| <p style="text-align: center;">Social</p> <p>1. Access to generic medicines worldwide 2. Healthcare for women</p> | <p style="text-align: center;">Technological</p> <p>1. Innovating for branded medicines 2. Production of complex generics</p> |
| <p style="text-align: center;">Legal</p> <p>1. Regulations on pricing of medicines 2. Uncertain regulatory environment</p> | <p style="text-align: center;">Environmental</p> <p>1. Focus on reducing wastage</p> |

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