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PHARMA DOMAIN IRAQ SWOT & PESTLE ANALYSIS

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Company Name: Pharma Domain Iraq

Company Sector : Pharmaceutical

Operating Geography: Iraq, Middle East

About the Company: The healthcare sector in Iraq is undergoing progressive development. Each year the Government of Iraq (GOI) spends 5-7% of its GDP on the Health Sector. However, Iraq healthcare sector is significantly lagging behind MENA region. Given the current state of healthcare sector in Iraq and the significant projected economic growth, healthcare sector in Iraq is expected to grow significantly. Among the different segments of healthcare, pharmaceuticals market in Iraq is expected to grow significantly

Revenue:



SWOT Analysis:

The SWOT Analysis for Pharma Domain Iraq is given below:

Strengths	Weaknesses
1.World's fourth largest proven crude oil	1.Low government spending on healthcare
reserves	2.Lack of sufficient capabilities and expert staff
2.Investment in Iraq's pharmaceutical sector	in MoH
by neighboring countries	
Opportunities	Threats
1.Growth potential of the healthcare system in	1.Private pharmaceutical market out of state
Iraq	control
2.Iraq pharmaceuticals market to continue its	2.Wars, sanctions and turmoil damaging the
healthy growth till 2020	country's healthcare sector
3.Opportunity for local manufacturing of	
pharmaceutical products	



PESTLE Analysis:

The PESTLE Analysis for Pharma Domain Iraq is given below:

Political	Economical
1.Political turmoil and the stability of the	1.Falling oil prices impacting Iraqi economy
current government	
2.Corruption an issue in the Iraq business	
environment	
Social	Technological
1.Increased rate of population with chronic	1.Weak pharmacovigilance in Iraq
diseases	
2.Lack of pricing regulations making	
medicines prohibitively expensive	
Legal	Environmental
1.Lack of effective implementation of	1.Importance of sustainability in pharma
regulations for pharmaceuticals	sector
2.Market entry into Iraq may take longer than	
other markets	

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