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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 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> 1. World's fourth largest proven crude oil reserves 2. Investment in Iraq's pharmaceutical sector by neighboring countries | <ul style="list-style-type: none"> 1. Low government spending on healthcare 2. Lack of sufficient capabilities and expert staff in MoH |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1. Growth potential of the healthcare system in Iraq 2. Iraq pharmaceuticals market to continue its healthy growth till 2020 3. Opportunity for local manufacturing of pharmaceutical products | <ul style="list-style-type: none"> 1. Private pharmaceutical market out of state control 2. Wars, sanctions and turmoil damaging the country's healthcare sector |

PESTLE Analysis :

The PESTLE Analysis for Pharma Domain Iraq is given below:

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

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