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ZIMMER BIOMET SWOT & PESTLE ANALYSIS

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Company Name : Zimmer Biomet

Company Sector : Healthcare

Operating Geography : USA, North America Global

About the Company : Zimmer Biomet was founded in the year 1927 and is currently headquartered in Warsaw, Indiana. The company has emerged as a global leader in musculoskeletal healthcare. The company operates in designing, manufacturing and marketing orthopedic reconstructive products; sports medicine, biologics, extremities and trauma products; office-based technologies; spine, craniomaxillofacial and thoracic products; dental implants; and related surgical products. The company has also collaborated with different healthcare professionals around the world so as to ensure its pace of innovation. The different products and services the company offers help in treatment of patients suffering from disorders of, or injuries to, bones, joints or supporting soft tissues. Through its initiatives, the company helped millions of people live better lives along with the healthcare professionals. The company has its operations in over 25 countries and its products are sold in more than 100 countries. Zimmer Biomet has approx. 20,000 employees as of January 2020.

Zimmer Biomet corporate mission is “To alleviate pain and improve the quality of life for people around the world.”

Revenue :

\$7982.2 million - FY ending 2019 (y-o-y growth 0.6%)

\$7932.9 million - FY ending 2018

SWOT Analysis :

The SWOT Analysis for Zimmer Biomet is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. World leader in musculoskeletal and oral healthcare 2. Quality and operational excellence 3. Continuous innovation and new product development 4. Differentiated ecosystem of solutions 	<ul style="list-style-type: none"> 1. Dependency on third party patent and proprietary rights
Opportunities	Threats
<ul style="list-style-type: none"> 1. Development of new products and technologies 2. Enhanced goodwill from Biomet and LDR merger 	<ul style="list-style-type: none"> 1. Low cost Chinese entrants 2. Hos

PESTLE Analysis :

The PESTLE Analysis for Zimmer Biomet is given below:

<p style="text-align: center;">Political</p> <p>1.Trade restrictions of medical products post Brexit</p>	<p style="text-align: center;">Economical</p> <p>1.Faulty or expensive merger and acquisitions 2.Fluctuations in foreign generated revenues 3.Effects of increased excise tax</p>
<p style="text-align: center;">Social</p> <p>1.Adoption of wearable create new opportunities</p>	<p style="text-align: center;">Technological</p> <p>1.Dependency on sophisticated Information Technology 2.Increasing accessibility of additive manufacturing</p>
<p style="text-align: center;">Legal</p> <p>1.Legal regulations in Healthcare Industry 2.Data privacy and security laws and regulations</p>	<p style="text-align: center;">Environmental</p> <p>1.Adherence to water management guidelines and reduction in energy consumption 2.Complete green powered Indiana headquarters 3.Commitment to reduction of landfill waste</p>

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