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## PFIZER SWOT & PESTLE ANALYSIS

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**Company Name :** Pfizer

**Company Sector :** Pharma

**Operating Geography :** North America, USA, Global

**About the Company :** Pfizer Inc. is an American pharmaceutical giant headquartered in Midtown Manhattan, New York City. It was founded in 1849 by Charles Pfizer and Charles F. Erhart. Pfizer is into research, development and production of drugs and vaccines, and has nine broad operating divisions. This research-based, global biopharmaceutical company, involves in discovery, development and manufacture of healthcare products. Our global portfolio includes medicines and vaccines, as well as many of the world's best-known consumer healthcare products. The Company manages its commercial operations through two business segments: Pfizer Innovative Health (IH) and Pfizer Essential Health (EH). IH focuses on developing and commercializing medicines and vaccines that improve patients' lives. IH therapeutic areas include internal medicine, vaccines, oncology, inflammation and immunology and rare diseases. EH includes legacy brands, branded generics, generic sterile injectable products, biosimilars and infusion systems. EH also includes a research and development (R&D) organization, as well as its contract manufacturing business. It is listed on the New York Stock Exchange, and its shares have been a component of the Dow Jones Industrial Average since 2004. The company has about 92,400 employees as of early 2019.

**Revenue :**

US\$53,646 million – FY ending 31st Dec 2018 (year-on-year growth 1%)

US\$52,546 million – FY ending 31st Dec 2017 (year-on-year growth -1%)

US\$52,824 million – FY ending 31st Dec 2016

**SWOT Analysis :**

The SWOT Analysis for Pfizer is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong brand name</li> <li>2.Extensive portfolio with several bestselling drugs</li> <li>3.Focus on R&amp;D and innovation</li> <li>4.High profitability and huge cash reserves</li> </ul>	<ul style="list-style-type: none"> <li>1.Negative publicity due to tax scandals</li> <li>2.Drug testing debacles</li> <li>3.Allegations of illegal marketing</li> <li>4.Failed mergers and acquisitions</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increasing awareness of health related issues in developing countries</li> <li>2.Potential partnerships with governments</li> <li>3.Collaborative R&amp;D with pharmaceutical companies</li> </ul>	<ul style="list-style-type: none"> <li>1.Unfavourable patent laws</li> <li>2.Stringent regulatory environment</li> <li>3.Threat of drug-resistant strains in the future</li> <li>4.Tough competition from generic drug makers</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Pfizer is given below:

<b>Political</b>	<b>Economical</b>
1.Participation in lobbying and political contributions	1.Potential changes in US tax structure
<b>Social</b>	<b>Technological</b>
1.Increase in social value of health improvements 2.Low reputational ranking based on consumer perceptions	1.Pfizer leading the way in RFID track & trace solution 2.Significant investments in R&D 3.Establishment of advanced manufacturing facilities
<b>Legal</b>	<b>Environmental</b>
1.Pfizer - a laggard in regulatory compliance	1.Committed to corporate responsibility and sustainability indices

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