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AMGEN'S COMPANY



INTRODUCTION


Amgen is a leading biotechnology company around the world that has posted exemplary figures in terms of innovation, research and development of therapeutic products. In the case, it explores Amgen's key strategy with regards to standard and innovative industry issue, leading edge technologies and sustaining its competitive advantage.





STRATEGIC INITIATIVES


Amgen experience high growth because of dedicated focus on innovation especially in research. Focus is in the creation of a strong product portfolio by investing in research and development of innovative therapies for customers' existing needs.





OPERATIONAL EFFICIENCY


Of course, one of Amgen's key strengths has been operational efficiency. The activities are conducted through the utilization of biomanufacturing strategies that are fellow flexible and affordable. Standard operating procedures, advance customer reviews, benchmark analysis, and continuous improvements and the implementation of sustainable practices are some of the ways it demonstrates operation excellence.





CONCLUSION

Strategically, Amgen has focus mission, innovation oriented strategy, and operational efficiency to make it as the leader biotech firm. The outcomes presented in this case provide an understanding of how Amgen manages risk issues when seeking to optimize growth strategies. Check out thecasesolutions.com for more elaborate details about Amgen's case solution and approaches.





RECOMMENDATION

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit thecasesolution.com for detailed analysis and more case studies.

