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# **PFIZER AND THE CHALLENGES OF PHARMACEUTICAL INDUSTRY**




# INTRODUCTION

**Pharmaceutical industry is well recognized by its volatility or dynamism in terms of innovation, competition, and regulation. Being one of the world's leading pharmaceutical companies, Pfizer has experienced different issues when operating in this environment.**

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# MAJOR ISSUES

**Pfizer and other pharmaceutical companies involved in production of these special types of drugs, operate in very sensitive environments. Challenges facing the companies include increasing research and development expenses and increasing patent expiration, all in a regulatory environment that is becoming increasingly demanding.**

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# **FOCUS ON INNOVATION**

**Pfizer is very capital intensive, especially in research and development especially on high growth sectors such as cancer treatments, vaccines, and biologics.**

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# CONCLUSION

**The example of Pfizer illustrates the fact that the industry encompasses very broad and multifaceted challenges. It would also be pertinent to point out that the company's strategic plans offer a helpful map through increasingly complex business environment. For further case solutions skip towards [TheCaseSolutions.com](https://TheCaseSolutions.com).**

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# 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](https://thecasesolution.com) for detailed analysis and more case studies.**



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