



TheCaseSolutions.com

Number 1 in case studies solutions

STRATEGIC ANALYSIS OF PFIZER

INTRODUCTION

Pfizer Inc as one of the leading pharmaceutical industries globally associated with innovation and improvement of global health. The focal area of interest is the case solution that elaborates on Pfizer strategic business management issues; its market position, strengths, threats, and suggestions about how Pfizer can sustain its competitive advantage.

INDUSTRY ANALYSIS

The pharmaceutical industry is very much a competitive one and one that operates amidst quite a number of regulatory laws and frameworks. Pfizer has relation to various external forces like FDA standards, patents, and fast evolving biotechnology industry.

THREATS

There are intense levels of generic competition, stringent regulatory quality standards, and uncertain health regulations and policies.

CONCLUSION

That is why the strategic analysis proves that Pfizer is rather stable and flexible company able to overcome a great number of difficulties. In other words, it can ensure its continuous leadership in the global pharmaceutical industry by fixing its and eliminating its weaknesses and exploiting opportunities

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.