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Takeda Pharmaceutical Company (A)

Introduction

Takeda is one of the world's largest pharmaceutical organizations, which was at the crossroads of dramatic and defining strategic and operational management decisions. The details of the issues and the way strategic decisions were made in the course of development and internationalization of the Takeda (A) are presented in the case.

Key Challenges

A key strategy of Takeda was to fortify its strategic leadership of the domestic market in Japan while externalising itself to the global market. The attempt to become the leader of the world market required serious capital outlays and, most importantly, a proper planning.

Strategic Decisions

Takeda's management embarked on an aggressive approach of both horizontal and vertical integration. The core deal of the highlighting of oncology and innovation was the acquisition of Millenium Pharmaceuticals. It highlighted the fact that global ambitions should be supported by a powerful research foundation.

Conclusion

This paper presents Takeda Pharmaceutical Company's experience which can be useful in understanding how companies might strive to become world leaders in industries that are as competitive as the global pharmaceutical industry.

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