

Pfizer and the Spinoff of Upjohn

Introduction

This paper focuses on the Pfizer and Upjohn separation case, as discussed and analyzed in the case solution accessible on TheCaseSolutions. .blog online webpage namely investingnews.com offers an extensive analysis of the strategic business decision by Pfizer firm to spin off upjohn. This particular change of direction was made in 2020, and it represents a major change in the firm's management strategy as done by Pfizer with the purpose of enhancing value for the shareholders and growth in the future.

Background

Pharmaceutical giant Pfizer based in New York chose to divest its Upjohn division that is in the business of off-patent and branded drugs. This decision was made due to Pfizer's management's vision of the firm's strategic direction where it developed a division of the firm into three main R&D strategic business units of focus, these being innovative medicines and vaccines.

Strategic Rationale

Spinoff was considered as a value releasing strategy because through the plan Pfizer was to operate and focus on the growth areas such as biotechnology and Specialty medicines. This way Upjohn was seasoned hence allowing Pfizer to concentrate on innovation and development of products that would improve its position among competitors in the pharmaceutical market.

Conclusion

This spins division of Pfizer and Upjohn shows strategic direction coupled with initiation which is intended to increase the overall value of the two big organizations of Pfizer and Upjohn. The case solution was located from TheCaseSolutions.com offers a detailed description of this step and useful information about restructuring and business planning in the pharma sector.

Recommendation

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

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