



# ASTRAZENECA



# INTRODUCTION


AstraZeneca is an international biopharmaceutical company which has experienced some of the strategic management pitfalls and vectors for change. The case study is obtained from The Case Solutions and analyses the organization's most strategic moves, the leadership decisions made, and the external forces affecting the firm.





# **STRATEGIC CHALLENGES**

**Strategic management issues ranged from the key competitive issue of great industry rivalry in the manufacture of drugs, the problem of loss of patents, and pressure for further innovation. These factors created the market pressures within the company in order to maintain the key market positions and remain profitable. Thus, the AstraZeneca's case demonstrates that the companies should always work on the development of new products or services to broaden the portfolio and remain protected from the challenges coming with patent cliffs.**




# **LEADERSHIP AND ORGANIZATIONAL STRUCTURE**

**Management is central to the strategic management process in AstraZeneca. The case pertains to identifying the leadership strategies and choices of the management and executive personnel of the company. It stresses on the aspects of leadership to guide the company through rough waters. A closer look at the company's organizational structure is also made as part of the evaluation as to how they facilitate or challenge AstraZeneca strategic objectives.**



# CONCLUSION

**The AstraZeneca case solution brings useful information to discuss the strategies of decision-making processes in a large pharmaceutical company. Thus, through looking into the issues and strategies of AstraZeneca, the case provides an insight on leadership, innovation, and strategic management in a competitive and bureaucratic environment. For all of them, you can find detailed cases and solutions on The Case Solutions.**





# REFERENCES

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](https://thecasesolutions.com) for detailed analysis and more case studies