

Lufthansa 2012  
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**Who is GSK ?**

Glanville (GSK) is a British multinational pharmaceutical company headquartered in Brentford, London. It was the world's sixth-largest pharmaceutical company in 2012, after Pfizer, Novartis, Sanofi, Hoffmann-La Roche and Merck.

As of 2012 GSK had offices in over 100 countries and employed over 60,000 people. GSK has a portfolio of products for major disease areas such as vaccines, cancer, infectious, mental health and diabetes.

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**PHETAL ANALYSE**

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Medical services, offering the implementation of high-level medical services, including:

- Clinical research and development
- Clinical trials and regulatory affairs
- Clinical operations and quality management
- Clinical data management and biostatistics

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## Who is GSK ?

**GlaxoSmithKline (GSK) is a British multinational pharmaceutical company headquartered in Brentford, London. It was the world's sixth-largest pharmaceutical company in 2014, after Pfizer, Novartis, Sanofi, Hoffmann-La Roche and Merck.**

**As of 2013 GSK had offices in over 115 countries and employed over 99,000 people. GSK has a portfolio of products for major disease areas such as asthma, cancer, infections, mental health and diabetes.**



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## Swot Analysis

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### Strengths

1. GSK is one of the top 5 largest pharmaceutical companies.
2. GSK is one of the world's largest investor in R&D and UK's biggest private sector funder of R&D.
3. Winner of chemical industry manufacturing and resource efficiency award.
4. Strong R&D focus and exploring new markets
5. GSK is a global presence is in over 115 countries
6. Has a strength of over 99000 employees

### Weaknesses

1. Controversies regarding issue of safety of drugs affects company's image
2. Patent expiry for a number of bulk-buster products

SWOT

### Opportunities

1. Strategic agreements with other pharmaceutical companies and organizations to boost its research.
2. Increasing awareness about healthcare needs
3. Global penetration through mergers and acquisitions
4. Increasing demand for quality healthcare solutions

### Threats

1. Risk of unsuccessful new Products
2. Regulatory environment is becoming more & more stringent
3. Economic slowdown in European markets



## *PESTEL ANALYSIS*

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*Political factors, affecting the implementation of GSK marketing strategy include possible changes in international trade regulation and competitive regulation likely to be introduced by the governments of China and India.*

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*Economic factors, impacting GSK marketing strategy include high rate of economic growth in China and India. Moreover, current economic uncertainties associated with European markets might have negative implications on the marketing strategy*

*Social Factors, good health is an important personal and social requirement and the unique role pharmaceutical firm's play in meeting society's need for popular well being cannot be underestimated. In recent times, the impact of various global epidemics likes SARS, AIDS etc has also attracted popular and media attention to the industry.*

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*Technological factors include breakthroughs in pharmaceutical industry, issues associated with licensing and patenting drug manufacturing technology, as well as, the level of development of industry technology.*

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