

Legal Considerations When Writing Case Studies

Agents
TheCaseSolutions.com
Agents are individuals or entities that represent a client in a legal matter. They are often used to provide legal services to clients who are unable to provide them themselves.

Attorneys
TheCaseSolutions.com
Attorneys are individuals who are licensed to practice law. They provide legal services to clients and are often used to represent clients in legal matters.

Attorneys
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Should it truly be in your best interest to pay more for legal services?

Attorneys
TheCaseSolutions.com
The best legal services are those that are provided by attorneys who are experienced and knowledgeable in the area of law that you are dealing with.

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Agenda

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- Case Overview
- Issue Identification
- Eli Lilly Ranbaxy (ELR) joint venture
- SWOT analysis
- Bargaining Theories
- Core Competencies
- Resource-Based View
- Recommendations
- Implementation/Action Plan
- Questions

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Key Facts

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- Eli Lilly: discover, develop, manufacture & sell human health and agricultural products
- Ranbaxy: India's largest manufacturer of bulk & generic drugs
- Joint Venture incorporated 1993
- By 2001: Both firms attained their goals
 - Lilly: strong position globally & in India
 - Ranbaxy: Top Indian Pharmaceutical & large global player
- Changing government policies
- Pricing limitations

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TheCaseSolutions.com Issue

***Should Eli Lilly divest its joint
venture with Ranbaxy?***

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Joint Ventures

Pro's	Con's
Entering the market	Partner selection
Reducing cost in value chain	Control over JV

The ELR Joint Venture

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- Enter Indian market
- Gather information on local market, competitive conditions, & legal conditions
- Reduced value chain costs
- Partner's shared core values & control

SWOT Analysis

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STRENGTHS <ul style="list-style-type: none">• Combined Resources• Ranbaxy's distribution channels• Ranbaxy's brand name• Lilly's code of ethics & training programs	WEAKNESSES <ul style="list-style-type: none">• Pricing• Dependence on Ranbaxy
OPPORTUNITIES <ul style="list-style-type: none">• Patent Protection• 100% foreign direct investment	THREATS <ul style="list-style-type: none">• Generic market• India as a high-volume, low cost, low profit market• Indian market slow down – shift away from drug use• Global pharmaceutical trends – M&As

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Bargaining Theories

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- A) Impatience – Eli Lilly > Ranbaxy; Ranbaxy needs cash while Lilly is stable
- B) Risk of Breakdown – Eli Lilly > Ranbaxy; Ranbaxy is smaller in size/power
- C) Outside Options – Both firms have profitable outside options
- D) Inside Options – Ranbaxy > Eli Lilly; Lilly profiting more from JV
- E) Commitment Tactics – Ranbaxy > Eli Lilly; Ranbaxy has been providing more

Core Competencies

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ELR Joint Venture:

1) Name Value

- *Ranbaxy: strength of a local, strong, well known company*
- *Eli Lilly: quality*

2) Strong Ethical Values

3) Synergy between the companies

4) One of the largest pharmaceutical companies in India

- *In 2001, ELR ranked 46th out of 10,000 companies*

Eli Lilly:

1) Ability to innovate

2) Experienced company

3) Global company

- *Manufactured and distributed through 25 countries & sold in more than 130 countries*