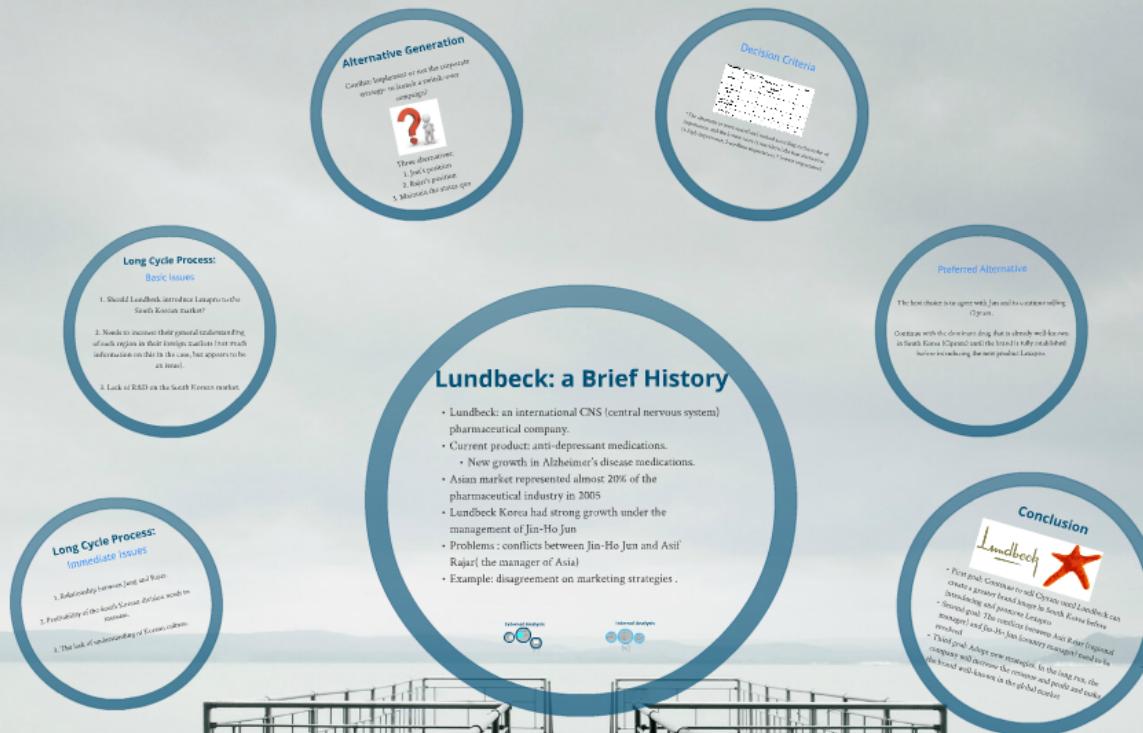
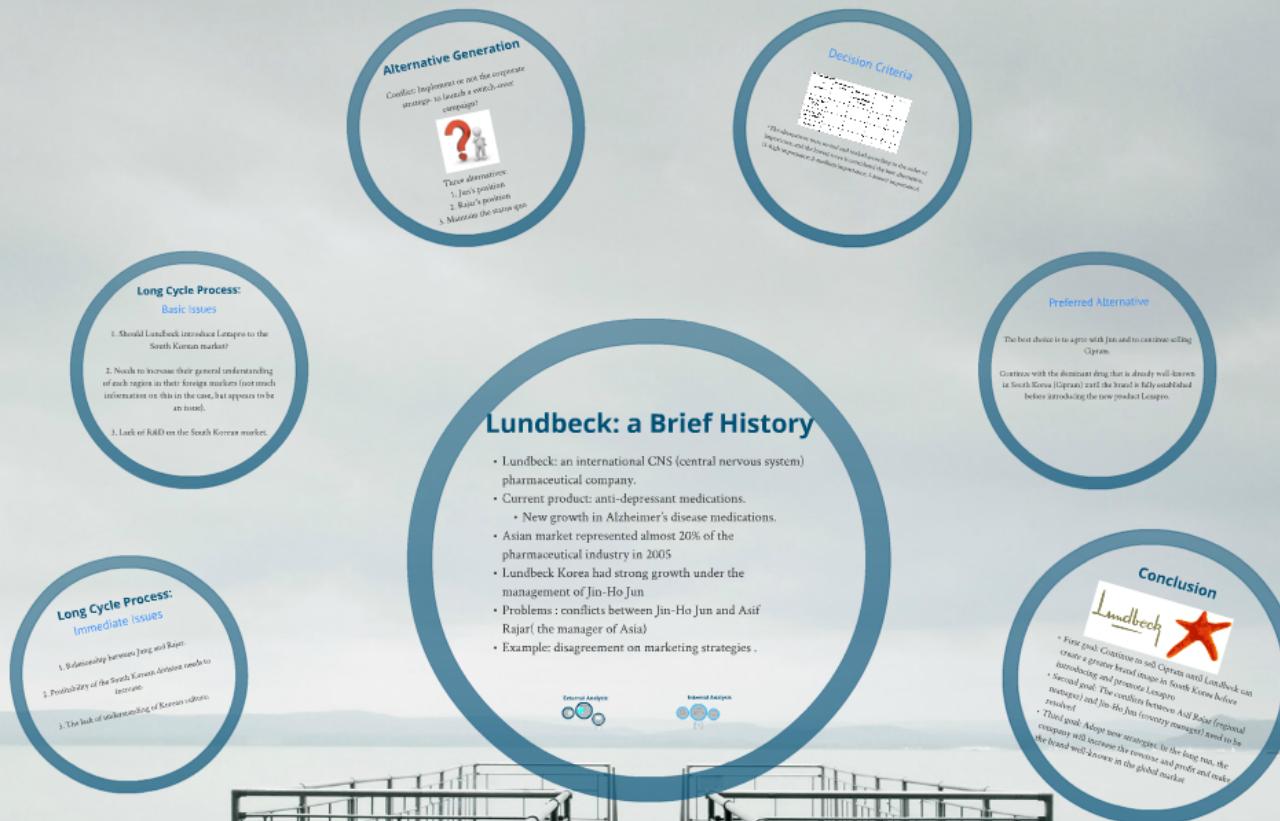


## Lundbeck Korea: Managing an International Growth Engine



# Lundbeck Korea:

## Managing an International Growth Engine



# Lundbeck: a Brief History

- Lundbeck: an international CNS (central nervous system) pharmaceutical company.
- Current product: anti-depressant medications.
  - New growth in Alzheimer's disease medications.
- Asian market represented almost 20% of the pharmaceutical industry in 2005
- Lundbeck Korea had strong growth under the management of Jin-Ho Jun
- Problems : conflicts between Jin-Ho Jun and Asif Rajar( the manager of Asia)
- Example: disagreement on marketing strategies .



# External Analysis



## PEST: Political

- Unfair Treatment
- Growth Increase in Korea
- Secure a large loan agreement from the IMF



## PEST: Economic



- 1st Largest Asian pharmaceutical market-Japan 55%
- 2nd Largest-China 17.5%
- 3rd and 4th largest 8.3% and 8.1%
- Rapid growth in Asia-11.3%