



AstraZeneca



ASTRAZENECA Harvard Case Solution & Analysis

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Mission Statement

"Our mission is to make a meaningful difference to healthcare through great medicines. Science and patients are at the heart of everything we do. Our vision is to be a global pharmaceutical business delivering great medicines to patients through innovative science and excellence in development and commercialisation."



Sustainable Competitive Advantage

Locational Excellence

- Products are available in hospitals and pharmacies in over 100 countries
- 22 manufacturing plants in 16 countries

Customer Excellence

- Products have positive health effects on their customers
- Customer service teams available 24 hours a day to answer any questions patients may have about the medication they are taking.
- AstraZeneca Hope Lodge Center
 - "Home away from home" for patients traveling more than 40 miles to their outpatient treatments.



Operational Excellence

- Partner with other pharmaceuticals to expand their Research & Development efforts.
- Efficient supply chain ensures a constant flow of medicine to doctors and patients.