


 GlaxoSmithKline: Strategic Control
 Professional Services-Harvard Case Solution &
 Analysis
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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, AstraZeneca, Sanofi, Hoffmann-La Roche and Merck.

As of 2013 GSK had offices in over 158 countries and employed over 80,200 people. GSK has a portfolio of products for major disease areas such as asthma, cancer, infectious, mental health and vaccines.






Risk Analysis




Political factors affecting the implementation of GSK and how they may impact on the company in the future.

Economic factors affecting the implementation of GSK and how they may impact on the company in the future.

Social factors affecting the implementation of GSK and how they may impact on the company in the future.

Technological factors affecting the implementation of GSK and how they may impact on the company in the future.

Environmental factors affecting the implementation of GSK and how they may impact on the company in the future.

Legal factors affecting the implementation of GSK and how they may impact on the company in the future.



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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.



Swot Analysis



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



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.

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.