

















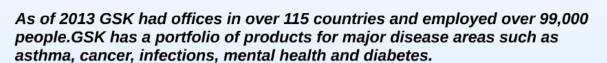


GlaxoSmithKline: Sourcing Complex Professional Services Harvard Case Solution & Analysis

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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, Novartis, Sanofi, Hoffmann-La Roche and Merck.











Swot Analysis



- 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

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





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 ECONOMICAL POLITICAL SOCIAL PESTEL LEGAL TECHNOLOGICAL ENVIRONMENTAL

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.