

# Philips Healthcare Swot analysis



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# Strengths

- Focused Research and Development
- Broad Portfolio of Healthcare Solutions
- Strong brand awareness
- Marketing innovation
- Local partnership
- After sales service



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# Weaknesses

- Voluntary Recalls
- Price

- **Voluntary Recalls**
- **Price**

# Opportunities

- Emerging market
- Growing GDP
- Healthcare systems reform
- Inorganic Growth strategy

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[The End]

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- **Emerging market**
  - **Growing GDP**
  - **Healthcare systems reform**
  - **Inorganic Growth strategy**
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