

# Abbott Laboratories – SWOT Framework Analysis

<https://marketpublishers.com/r/A3B042698A9EN.html>

Date: June 2011

Pages: 45

Price: US\$ 100.00 (Single User License)

ID: A3B042698A9EN

## Abstracts

Being an internationally famous pharmaceutical brand, Abbott Laboratories has some of the most famous drugs in its portfolio. Some of the most popular ones include:

Humira: a drug for rheumatoid arthritis, psoriatic arthritis, Crohn's disease, and moderate to severe chronic psoriasis;

Norvir: a treatment for HIV

Depakote: an anticonvulsant drug

Synthroid: a synthetic thyroid hormone.

Employing over 70,000 people across 120 countries, Abbott has a wide variety of diagnostic equipments, medical devices and even immunoassay products in its portfolio. Apart from this, the company also produces many nutritional products, amongst which Ensure is a well known brand of meal replacement shakes.

### **The company's latest financials include:**

Revenues of \$30,764.7 million during FY 2009 - primary reason for growth being the increased sales of Humira and Lupron.

Operating Profit of \$6,235.7 million during FY2009

Net profit of \$5,745.8 million in FY2009

## **A SWOT Analysis is a strategic planning tool used to evaluate:**

Strengths

Weaknesses

Opportunities

Threats

involved in a project or in a business venture. It involves identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

Taking a look at the global pharmaceutical industry, sales of prescription and over-the-counter (OTC) drugs are worth over \$600 billion yearly. The US leads the world in this industry, claiming both the largest market share and five of the ten largest companies (Bristol-Myers Squibb, Johnson & Johnson, Merck & Co., Pfizer, and Abbott Laboratories). Europe takes second place, even as the industry comes under more regulatory pressure here. Japan brings in the third place, as its super-regulated pharma industry comes out from the economic turmoil that has plagued the region.

It is a fact that pharma companies are having a tougher time in mature markets such as North America and Western Europe, whereas emerging markets such as China, India, Turkey, etc., are proving to be very promising for industry players.

It is in this industry scenario that Aruvian's places Abbott Laboratories and carries out a SWOT analysis of the company – giving an idea about what edge the company possesses over its competitors such as Merck, Novartis, etc.

Aruvian's R'search analyzes the company Abbott Laboratories in the SWOT Framework Analysis. The report includes the following:

Business segment analysis of Abbott Laboratories

Major products & services of Abbott Laboratories

Profile of the industry Abbott Laboratories operates in,

Profile of its major competitors – Johnson & Johnson, Merck & Co., Inc.,  
Novartis AG and the Sanofi-Aventis Group

SWOT Analysis of Abbott Laboratories

Future Perspective of Abbott Laboratories

Aruvian's R'search's report Abbott Laboratories – SWOT Framework Analysis has a broad ranging content suitable for industry experts as well as logically initiating the industry beginners.

## Contents

### **A. EXECUTIVE SUMMARY**

### **B. PROFILE OF ABBOTT LABORATORIES**

- B.1 Industry Profile
- B.2 Corporate Profile
- B.3 Business Segment Analysis
- B.4 Major Products & Services
- B.5 Future Perspective: Abbott Laboratories

### **C. COMPETITOR PROFILES**

- C.1 Johnson & Johnson
  - C.1.1 Corporate Profile
  - C.1.2 Business Segment Analysis
- C.2 Merck & Co., Inc.
  - C.2.1 Corporate Profile
  - C.2.2 Business Segment Analysis
- C.3 Novartis AG
  - C.3.1 Corporate Profile
  - C.3.2 Business Segment Analysis
- C.4 Sanofi-Aventis Group
  - C.4.1 Corporate Profile
  - C.4.2 Business Segment Analysis

### **D. SWOT FRAMEWORK ANALYSIS**

- D.1 Strengths to Build Upon
- D.2 Weaknesses to Overcome
- D.3 Opportunities to Exploit
- D.4 Threats to Overcome

### **E. GLOSSARY OF TERMS**

## I would like to order

Product name: Abbott Laboratories – SWOT Framework Analysis

Product link: <https://marketpublishers.com/r/A3B042698A9EN.html>

Price: US\$ 100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A3B042698A9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970