

Allergan – SWOT Framework Analysis

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Abstracts

Being a globally renowned specialty pharmaceutical company, Allergan, Inc., actively manufactures medical devices as well as pharmaceutical products. Perhaps the most famous brand of the company is its neurologic product Botox, used worldwide today for treating facial lines and other muscle overactivity problems.

Allergan also manufactures a variety of medical products in the fields of ophthalmology, medical aesthetics, dermatology, neurology, and other specialty markets.

The company's latest financials include:

Revenues of \$4,503.6 million in FY 2009

Operating profit was \$928 million in FY2009

Net profit was \$621.3 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. 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 Allergan and carries out a SWOT analysis of the company – giving an idea about what edge the company possesses over its competitors such as Abbott Laboratories, Bausch & Lomb, Pfizer, etc.

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

Business segment analysis of Allergan Inc

Major products & services of Allergan Inc

Profile of the industry Allergan Inc operates in

Profile of its major competitors – Abbott Laboratories, Bausch & Lomb Incorporated, Gilead Sciences, Inc, Pfizer Inc, and ViroPharma Incorporated

SWOT Analysis of Allergan Inc

Future Perspective of Allergan Inc

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

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