

Astellas Pharma – SWOT Framework Analysis

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Abstracts

Japan-based Astellas Pharma, Inc. is a leading pharmaceutical company. The company manufactures and sells its pharmaceutical products not just in Japan, but also in the United States, Europe, Korea, China and Taiwan. The company's main products includes the drug Prograf, which is an immunosuppressive drug; the drug Vesicare that is an overactive bladder agent; Protopic, an ointment for atopic dermatitis, and others. The company is also actively engaged in research and development in the field of ophthalmology pharmaceuticals.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective.

Aruvian Research analyzes Astellas Pharma in a SWOT analysis and also provides a brief profile of the company in the report Astellas Pharma – SWOT Framework Analysis. It is an in-depth analysis of the strengths, weaknesses, opportunities and threats that face Astellas Pharma in the present-day business scenario.

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