

# Bayer AG – SWOT Framework Analysis

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## Abstracts

Based in Germany, Bayer AG is a leading chemical and pharmaceutical company. The company has presence all over the world and is best known for the following brands:

Hoestar

Previcur Energy

Puma

InVigor

Aspirin

Cipro

Mirena

Talcid

Alka-Seltzer

Levitra

The company operates through three segments - Healthcare, Material Science, and Crop Science, and has an established brand image in the markets globally. However, with the ongoing consolidation in the pharma industry, the company might be forced to invest in more mergers and acquisitions in the coming years.

The company's latest financials are:

Revenues of Euro 31,168 million in FY 2009

Operating profit of Euro 3,006 million

Net profit of Euro 1,359 million

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.

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

Business segment analysis of Bayer AG

Major products & services of Bayer AG

Profile of the industry Bayer AG operates in

Profile of its major competitors – Akzo Nobel N. V., AstraZeneca Plc, Dow Chemical Company, Eastman Chemical Company and Johnson & Johnson

SWOT Analysis of Bayer AG

Future Perspective of Bayer AG

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

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