

Pharmaceutical Industry in UK - Porter's Five Forces Strategy Analysis

<https://marketpublishers.com/r/PE1A2933759EN.html>

Date: March 2017

Pages: 20

Price: US\$ 300.00 (Single User License)

ID: PE1A2933759EN

Abstracts

The pharmaceutical industry in the UK has been witnessing a decline in recent years, even though the UK is home to many of the world's leading pharma companies such as GSK and AstraZeneca. The UK has one of the biggest Research and Development expenditure amongst any European nation.

Aruvian Research analyzes the Pharmaceutical Industry in UK in the Michael Porter's Five Forces Analysis. It uses concepts developed in Industrial Organization (IO) economics to derive five forces that determine the competitive intensity and therefore attractiveness of a market. Porter referred to these forces as the microenvironment, to contrast it with the more general term macroenvironment. They consist of those forces close to a company that affect its ability to serve its customers and make a profit. A change in any of the forces normally requires a company to re-assess the marketplace.

Contents

A. EXECUTIVE SUMMARY

B. INTRODUCTION TO THE INDUSTRY

B.1 Industry Definition

B.2 Industry Profile

B.3 Future Outlook

C. PORTER'S FIVE FORCES STRATEGY ANALYSIS

C.1 Bargaining Power of Buyers

C.2 Bargaining Power of Suppliers

C.3 Competitive Rivalry in the Industry

C.4 Threat of New Entrants

C.5 Threat of Substitutes

D. CONCLUSION

E. GLOSSARY OF TERMS

I would like to order

Product name: Pharmaceutical Industry in UK - Porter's Five Forces Strategy Analysis

Product link: <https://marketpublishers.com/r/PE1A2933759EN.html>

Price: US\$ 300.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PE1A2933759EN.html>