

## Sunovion Pharmaceuticals Inc. - Strategic SWOT Analysis Review

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Sunovion Pharmaceuticals Inc. - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

### Scope

- Business description – A detailed description of the company's operations and business divisions.
- Corporate strategy – GlobalData's summarization of the company's business strategy.
- SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.
- Company history – Progression of key events associated with the company.
- Major products and services – A list of major products, services and brands of the company.
- Key competitors – A list of key competitors to the company.
- Key employees – A list of the key executives of the company.
- Executive biographies – A brief summary of the executives' employment history.
- Key operational heads – A list of personnel heading key departments/functions.
- Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.
- Key manufacturing facilities – A list of key manufacturing facilities of the company.

### Highlights

Sunovion Pharmaceuticals Inc. (Sunovion), formerly, Sepracor Inc., is a research- based pharmaceutical company. The company discovers, develops and commercializes therapeutic products that focus on the treatment of central nervous system and respiratory disorders. Its product portfolio includes eslicarbazepine acetate tablets, lurasidone HCl tablets, eszopiclone tablets, levalbuterol HCl Inhalation Solution, levalbuterol tartrate Inhalation Aerosol, arformoterol tartrate Inhalation Solution, ciclesonide Nasal Spray, ciclesonide Inhalation Aerosol and ciclesonide Nasal Aerosol. The existing product portfolio and the pipeline candidates are targeted at treating patients of epilepsy, anxiety, depression, asthma, pain, allergic rhinitis and chronic obstructive pulmonary disease. Sunovion's key customers include medical institutions, hospitals and general public. Sunovion is headquartered in Marlborough, Massachusetts, the US.

### Sunovion Pharmaceuticals Inc. Key Recent Developments

Nov 04, 2014: Sunovion Pharmaceuticals and the COPD Foundation Expand COPD Together Campaign to Empower Family Caregivers

Nov 03, 2014: ex scientia Partners With Sunovion Pharmaceuticals To Research New Medicines For Psychiatric Disorders

Oct 30, 2014: The COPD Foundation Launches COPD Hospital Readmissions Reduction Initiative

Sponsored by Sunovion Pharmaceuticals

Oct 17, 2014: Sunovion Pharmaceuticals Launches Third Annual Community Service Day to Give Back to Local Schools and Communities

Apr 15, 2014: Sunovion Pharmaceuticals Donates Laboratory Equipment to Massachusetts General Hospital to Aid in Research of Neurological Disorders

## Reasons to Buy

- Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.
- Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.
- Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.
- Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

**Note:** Some sections may be missing if data is unavailable for the company.

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