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## **1. Introduction**

International business expansion is one of the crucial aspects for all the multinational organisations that have focused to set up business in different geographical territories. It refers to various benefits of the companies such as cost savings, access to foreign employees along with the new customer market (Donnelly, 2022). Moreover, this is also beneficial to the world economy. In today's business environment, the multinational organisation has started to focus in this regard with a large momentum. The world-known bio-pharmaceutical organisation AstraZeneca Plc. is not an exception here. They have identified an emerging and excellent growth of market business pertinently in India. After assessing the huge capabilities of innovation, the company is focused on expanding the business into the different potential markets of India regardless the company already has established its strongest commercial base in this country. India has a large market where the demand for western medicine has tremendously increased, which also encouraged the partnership between western and indigenous production companies (Tannoury and Attieh, 2017). However, the competition in the pharmaceutical industry in this specific country is extremely high as the Indian pharmaceutical market holds a unique competitive nature because the country produces bulk drugs with the purpose of exports to several countries, including the OECD (Organisation for Economic Cooperation and Development) nations (Mondal and Pingali, 2017). In the eye of the analysis above, the report will analyse both the internal and external business environment of the Indian pharmaceutical business industry to identify the superiority of business expansion. Then it will move forward to identify the competitive advantages in the Indian market with the help of Potter 5 forces. Lastly, the report will conclude some advantages in the form of recommendations for the company benefits.

## **2. A brief description of the company**

The company AstraZeneca is one of the renowned, science-led, patient-focused and global pharmaceutical companies dedicated to transforming the future of the healthcare system. One of the primary aims of this company is to unlock the power of science and its utilisation for the people, society and the planet (Astrazeneca, 2023). The company has approximately 83000 dedicated employees worldwide, always endeavouring to bring life-changing medicine for the

patient. AstraZeneca has given a long-standing commitment to the patient that the company will participate in active listening at the time of research and development. The company believes that it would be effective to understand the patient's requirements and also discover the barriers to a better diagnosis and the right approaches to treatment. In addition, the company also needs to follow all the compliances of the governor director of the pharmaceutical business's regulatory body CDSCO (Central drug standard control organisation).

### **3. The objective and strategies of the company**

The objective of the British multinational biotechnology and pharmaceutical company is to transform people's lives associated with rare diseases through the delivery and development of innovative medicine.

As the company AstraZeneca is focused to create some genuine innovative medicine and also to improve the easy access of this medicine in a global society, it has priorities for three innovation strategy that includes-

- Growth and therapy area leadership
- Science and innovation (AstraZeneca, 2023).
- People and sustainability

### **4. Specification of the countries**

#### **Home country**

AstraZeneca is one of the largest and most science-equipped biopharmaceutical companies in the United Kingdom, working with more than 8000 employees in this country and supporting 38000 employees indirectly (AstraZeneca, 2022). As of now, the company has acquired sales in the global market of £5.1 billion. AstraZeneca in the United Kingdom bought science to the patient which ultimately creates value for the country. The company has shared all the information regarding the clinical trials ongoing for all the products on their official website, which has increased the credibility and trust of the people eventually.

#### **Host country**

The company AstraZeneca is presently focusing on business expansion in India where the country holds various positive aspects in business and is also associated with some potential challenges which will be discussed in the later part of this report. However, being a patient-

centric organisation, the company AstraZeneca always applied the geocentric approaches in staffing. The company always considers those employees from all over the world rather than only the host country United Kingdom who can fulfil the requirement of Astrazeneca. Sometimes, the company also has utilised the philosophies of regio-centric strategies through which the company has treated the different geographical locations as a separate marketplace (scribd.com, 2023).

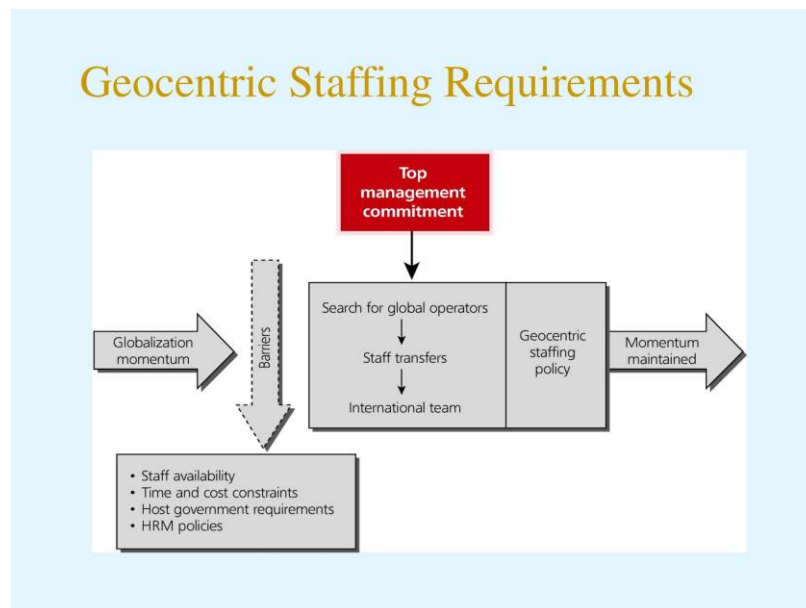


**Figure 1: The Geo-centric Approach of Staffing**

(Source: learnpick.in, Accessed 18 Jul. 2023)

AstraZeneca leadership always focuses on inclusion and diversity with the purpose of achieving gender equality by encouraging women's participation. According to the sustainability report of the company, the working strengths of women globally have captured 49.9% of the global workforce of Astrazeneca (Astrazeneca.com, 2016). This must be continued by the company to maintain a diverse team in India for attracting various innovations.

## 5. The analysis of industry 5 Forces

The inventor of "Porter's 5 forces analysis", Michael Porter, has applied this theory in the context of international business with a focus on inter-industry or inter-company competition. This theory has derived 5 components known as 5 forces (shown in figure 1) that can help in this regard to identify the competitive landscape of AstraZeneca in their internationalisation strategy (fernfortuniversity.com, 2023).

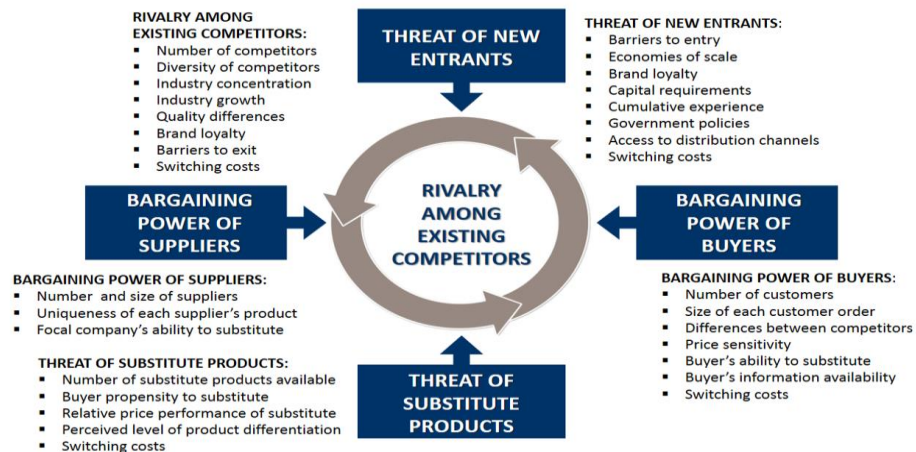


**Figure 2: Components of Porter's Five Forces**

(Source: Bruin, Accessed 18 Jul. 2023)

**1. The threat of new entrants:** The threat of new entrants for AstraZeneca in India is low to moderate. As per the report presented by Livemint (2023), India's pharmaceutical industry will witness extraordinary growth and can capture 13% of the global market. The report also claims that the contribution of emerging local players will help the country to achieve this growth. There is a large presence of local players in this industry producing branded generics at a lower cost. Therefore, AstraZeneca can face fierce competition from local and emerging pharmaceutical companies.

**2. Bargaining power of buyers:** The bargaining power of the buyers for AstraZeneca is moderate because several pharmaceutical companies are selling the same product in the market. In that case, the customers such as healthcare organisations and hospitals get many options to choose their products which keeps pressure on the companies to down the cost of pharmaceutical products.

**3. Threat of substitute product:** The threat of substitute depends on high to low. Due to the prices, the generic medication market has risen compared to the marketed drugs. A high cost is associated with compliance activities such as a clinical trial and FDA clearance alongside the research and development process. Generic medicine need not worry about all these processes. Thus, they sell their products at a lower cost. This can ultimately increase the threat of substitutes for Astrageneca.

**4. Bargaining power of suppliers:** This Company's bargaining power is moderate because a wide range of chemical manufacturers are present in the Indian pharmaceutical market

(Balganesh et al., 2014). Therefore, the company can turn from one company to another company to access the raw materials, such as chemicals for making medicines and other pharmaceutical products.

**5. Rivalry among existing competitors:** The force is moderate to high because of the rising demand for standard-quality drugs. In addition, the presence of various large and small pharmaceutical companies in India due to moderate entry barriers might bring the situation in front of AstraZeneca, where the market would be highly competitive.

**Analysis:** AstraZeneca always concentrates on transformative science to enhance the quality of its products and services with the help of innovations. Therefore, the company needs to focus on more innovation, as they have already done at the time of the pandemic season (by introducing covid 19 vaccine that defeats Indian variants) to differentiate the products from the other entrants.

The company has been operating in India since 1979 and has developed a huge customer base in India. Providing standardized products has also enhanced brand loyalty. This is one of the great opportunities for the company to tackle the bargaining power of buyers.

The company also needs to deal with various suppliers though there are an adequate amount of suppliers present in the market. However, India's pharmaceutical industry has faced some constraints in accessing raw materials due to the absence of self-sufficiency.

The products of AstraZeneca cannot be easily substituted because the Drug Controller General of India approves the company, and approval is based on global, randomised, head-to-head, and open levels. This helps the company build customer trust and credibility, which can even mitigate the competition from small and medium pharmaceutical companies (indianexpress.com, 2023).

#### **A comparative analysis of the market**

- Due to the support of the government, various domestic pharmaceutical companies in India came into existence. In that case, AstraZeneca has the opportunity to collaborate with these indigenous companies to increase the product line and acquire access to manufacturing plants that can improve the customer base and market share.
- Currently, the country India has highly concentrated on mitigating the negative trade balance and thus, allowing multinational companies by give permission to market and

importing some significant drugs like trastuzumab deruxtecan for treating severe diseases like breast cancer (Houten et al., 2023).

- The company also needs to incorporate the customer-centric approach to find the target audience. AstraZeneca needs to primarily target the various healthcare institutions and the healthcare professionals in India for further business expansion because they are the ultimate gatekeepers and decision-makers from the perspective of selling the drugs (Sharifnia et al., 2018).
- AstraZeneca can face huge entry barriers in expanding the business in India because the industry has become capital-intensive and involves an extreme research and development process, equipment, and technology. Moreover, the operational cost has increased due to the requirement of multiple licensing processes. Above that, Indian Patent Act has also imposed some difficulties in competing with the competitor's product. The operational cost of AstraZeneca in India can only be mitigated through collaboration with other companies that can provide the support of infrastructure, and potent and cross-cultural labour that will help to include diverse innovation. The company also holds some significant patents for Dapagliflozin in the country, making unique and intellectual provisions for preserving the patent of the company. It can ultimately dissolve the entry barrier also.

## **6. The company into centricity**

The international recruitment policy or the international staffing policy describes the strategies and practices taken into consideration by the organisation to raise people all over the world. There are four different global staffing strategies generally utilises by the global companies or multinational organisations while managing their own international strategy of staffing. It includes polycentric, ethnocentric, regiocentric, and geocentric approaches. All these strategies with their advantages and disadvantages have been analysed with the identification of the approach followed by AstraZeneca.

**Polycentric staffing:** This approach describes the organisations that have the host country orientation compared to the world orientation (geo-centric) policies. within this strategy, the organisation follows a specific organisational structure where most of the control for the foreign subsidiaries is by the nationals or the corporate designations filled by the employees of the home country (Eash, 2016).

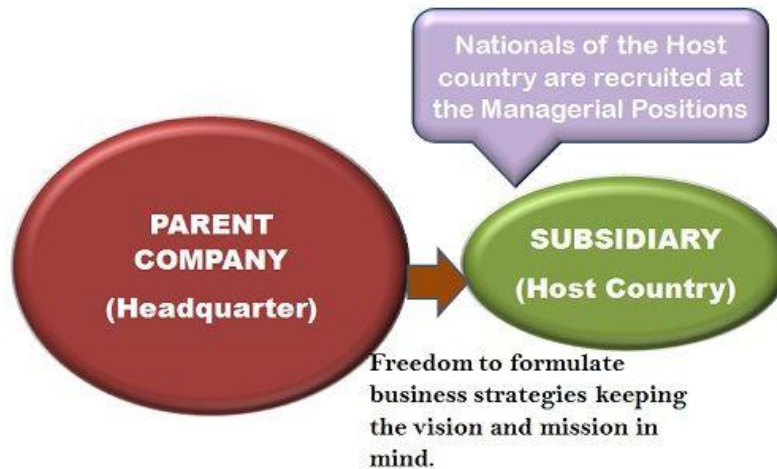


**Figure 3: The Polycentric Staffing Approach**

(Source: Business Jargons, Accessed 18 Jul. 2023)

The multinational food chain McDonald's is one of the perfect examples that follows the polycentric approach. Originated in the United States, the menu is centered on local preferences such as beef and meat. It has also been realized by the company that these eating habits will not go to superior for establishing a business in India. Therefore, the company adopts the suggestions and concerns of the employees of India specifications in this regard. One of the main benefits is that it establishes mutual trust and also facilitates the development of strategies pointed toward social optimality (Cole, 2015). However, this process is also involved with certain disadvantages. The two most critical disadvantages are the cost increment due to the targeted promotions and offering alongside the low-level controlling power to the headquarters.

**Ethnocentric staffing:** In this process, the position of key management in a multinational company filled with employees belongs to the nationals. There are various benefits associated with this particular staffing approach (Schiffbauer, 2023). For example, it will benefit the skill gaps of a specific host country. In addition, it also maintains a unified and allied corporate culture and also transfers the competencies and skills of the people in the host country.

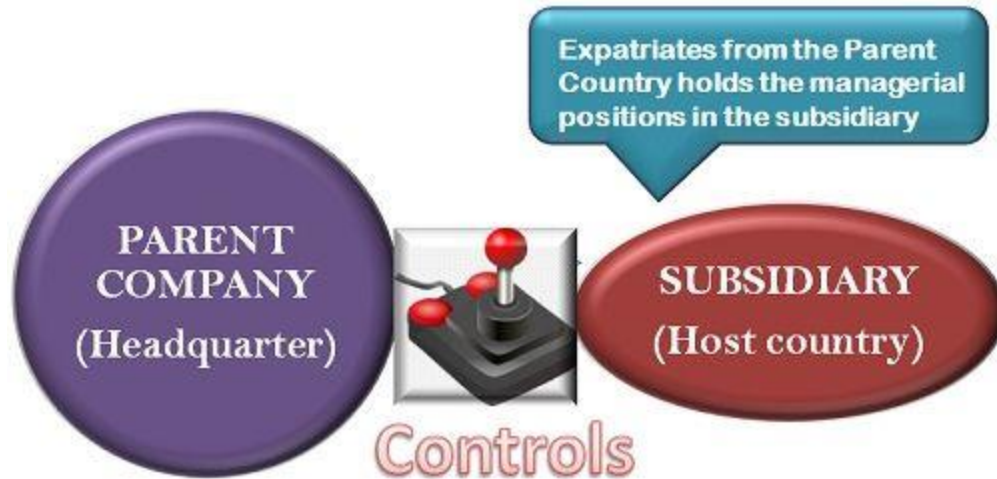


**Figure 4: Ethnocentric Staffing Approach**

(Source: Business Jargons, Accessed 18 Jul. 2023)

Some typical examples of ethnocentric staffing can be witnessed in Japanese organisation such as Hitachi, Sony, and Panasonic. Here, the staffing approach has been adopted for the foreign subsidiaries in Vietnam, Thailand, and India because of the lack of competency and also for the requirement of corporate communications. Most of the customers in Thailand and India are manufacturers belonging to Japan. That is the reason, that professionals who know the Japanese language can develop the ability to communicate with the customers (Schiffbauer, 2023). Nevertheless, this particular approach can lead to challenges called cultural myopia. In addition, it can also increase resentment toward the host country.

**Regiocentric staffing:** Similarities to polycentric staffing, the regiocentric staffing strategy involves retaining and hiring employees within a specific region where the foreign subsidiary is established. multinational companies follow this approach and prefer to transfer an employee within the region compared to the outside of that region.

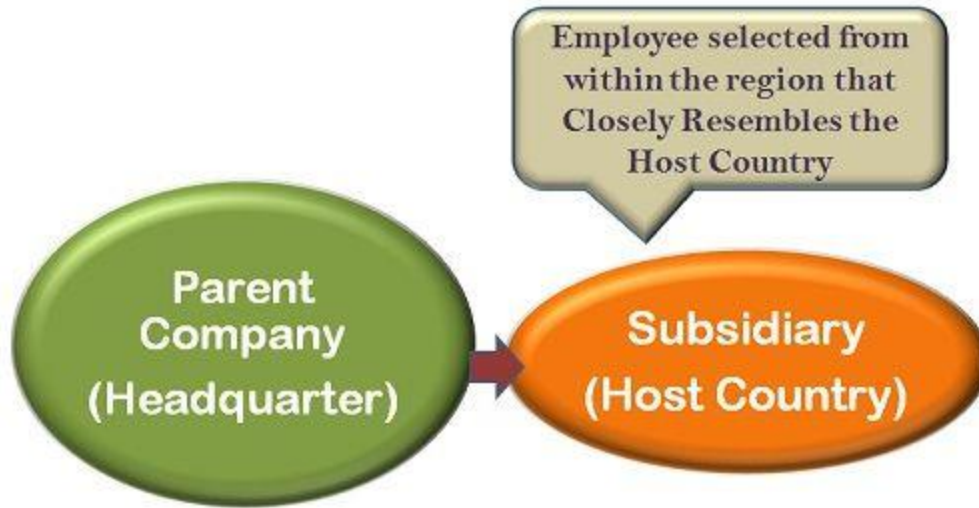


**Figure 5: The Regiocentric Staffing Approach**

(Source: Business Jargons, Accessed 18 Jul. 2023)

In this approach, every region of the company must have its own human resource policies and practices with a specific autonomy degree of the home country (Powoh Techo, 2016). Cultural alignment is one of the best benefits of this approach which finds a convenient environment to communicate with other people. Coca-Cola has been using this particular approach for spreading its business message in countries like India, Pakistan, and also in Bangladesh. Similar to the other approaches described here, this approach is also involved with some challenges where the core essence of globalisation can be dismissed due to the confusion between the global and local objectives of the company.

**Geocentric staffing:** Geocentric staffing approach refers to an international staffing strategy where the best person can be appointed for regulating the foreign subsidiaries without focusing on nationality. Multinational companies adopt a series of strategies regarding the recruitment for the available of suitable persons regardless of their nationalities.



**Figure 6: Geocentric Staffing Approach**

(Source: Business Jargons, Accessed 18 Jul. 2023)

Their mind set always concentrated on the management focusing on the whole world for recognising the potential market. They also build strategies that are internationally integrated (whatishumanresource.com, 2023). The main advantage of the geocentric approach is that it helps the business to become competitive wherever the foreign subsidiaries will be installed. However, the geo-centric staffing strategy might lack in appointing the management who will be competent to adopt the multiple styles at one go.

### **The staffing strategy of the company AstraZeneca in India**

The company AstraZeneca sends their employees and their spouses also to other countries after giving them responsibilities of work and also helps them in their migration to the other country, cooling for children, adjusting to cultural differences and learning the new language. To remove the problems in cultural differences, the company AstraZeneca provides special training on repatriation for involvement in the adjustment to their old culture (transtutors.com, 2022). There are various pieces of evidence regarding the staffing strategy of AstraZeneca in India. Based on that, it can be said that the company has utilised the geocentric approaches when it comes to talent acquisition. In India, the company has appointed the talent acquisition lead by conferring the duties of building, coaching, managing, empowering, and high-performing people across multiple geographical territories (careers.astrazeneca, 2023). Moreover, the company also gave them the charge in the cases of aligning the country policies and global recruitment. The company has emphasized diversity and inclusion in the cases of hiring and retaining the employees to a large extent. India is itself a diverse country. That is the reason, the company

Astrazeneca mixed match and translated the need for talent acquisition. For example, Bengaluru comprises more pharmaceutical organisations while Chennai has an extremely large technology base (Avanthika p., 2023). In this particular case, the company can get a clear strategy regarding the location in India where it can spread the business to get the opportunities of retaining excellent talents and also the advantage of technology advancement.

## 7. External business environment analysis

### PESTEL analysis

One of the significant evaluation frameworks, the PESTEL analysis, will be appropriate in the context of AstraZeneca's business expansion because it will help the international business management team to identify the factors related to the external forces that can affect the business positively as giving opportunities and also negatively as it can poses the threats with the help of all the factors mentioned below. This segment of this report has considered the detailed analysis of PESTEL factors concerning expanding the businesses in the Indian market.



Figure 7: The Components of PESTEL Analysis

(Source: Springworks, Accessed 18 Jul. 2023)

### **Political**

- Political uncertainty (embapro.com, 2023) (Threat)
- The intervention of the government and DPCO (Drug prices control order) in pricing (Festa et al., 2021) (Threat yet opportunities)
- The assistance of subsidies for pharmaceutical companies (Prasad, 2006). (Opportunities)

The assistance of subsidies by the government will provide direct support in remaining competitive political uncertainty creating barriers for pharmaceutical companies in finalizing their business and marketing strategies (Prasad, 2006). The changing policies with the new government can affect AstraZeneca as it can completely amend the governance priorities in healthcare. The in-charge ministry, along with the drug price control order (DPCO) is imposing a tough price control system. Due to this reason, the company AstraZeneca can face tremendous pressure in the costs and subsequently on the revenues, and ultimately, it will be a huge obstacle to cope with. Apart from these huge challenges, the company finds one positive aspect in the form of assistance of subsidies by the government that will provide direct support in a remaining competitive edge in the industry (Reuters, 2021).

### **Economic**

- The expenditure in the healthcare sector is low (thewire.in, 2023). (Threat)
- Per capita income is low (Shaikh and Gandjour, 2018). (Threat)
- The taxes on pharmaceutical companies are very high (Devereux, 2019). (Threat)

By spending less on the health sector, the government can influence stock prices (Su et al., 2022). However, in that case, the company AstraZeneca might get an opportunity where the Government of India can buy the medicines to a large extent. Low per capita income is another economic factor that will stop people from spending on pharmaceutical products and services, which can be a barrier to the company's revenue growth (Shaikh and Gandjour, 2018). The pharmaceutical industry of India has faced the negative consequences of the GST that can lead to lower sales revenue and demand for the business (Devereux, 2019). However, India also offers various tax concessions to pharmaceutical MNCs, such as tax holidays to establish industrial operations in underdeveloped areas and free trade zones, allowances in liberal depreciation, deductions in R&D expenditure, and many more (Pharmaceuticals and Life Sciences, 2023). It will provide various advantages regardless of the GST imposed on the company AstraZeneca.

## **Social**

- Many illiterate families still believe in household treatment (Biswas, Singh and Chauhan, 2020) (Threat).
- Women's health has been completely ignored (outsourcing-pharma.com, 2022) (Threat).
- Communicable diseases spread fast in the joint families of the country (Biswas, Singh and Chauhan, 2020) (Threat).

Lacking knowledge regarding medicines, many families still depend on household treatment with the use of hakim and tantrik. The company can face issues with the targeting audience in this regard. However, women in India are becoming a lucrative target audience for pharmaceutical companies. It can generate a new revenue stream if the company AstraZeneca focuses on women's products and services, such as contraceptives and HRT (outsourcing-pharma.com, 2022). Moreover, AstraZeneca can get opportunities in India to initiate marketing campaigns by targeting communicable diseases to spread awareness among them. It can ultimately influence positively towards people to purchase medicine and services to avoid communicable diseases.

## **Technological**

- Introductions of automated machines (Biswas, Singh and Chauhan, 2020) (Opportunity).
- Efficiency in computerization. (Hole, Hole and Shaw, 2021) (Opportunity).
- Empowerment of the supply chain partners due to the technology (embapro.com, 2023). (Threat)

The incorporation of automatic machines and digitalisation in the pharmaceutical industry of India can reduce operational costs while increasing productivity (Hole, Hole and Shaw, 2021). Increased computerization excellently will increase the efficiency of pharma companies. Thus, it would be a great advantageous factor for the company Astrazeneca in monitoring patient profiles, billing & purchasing, and database management. The technology has decreased the product life cycle and also empowered the suppliers to develop and supply new products. However, the company can face some challenges due to the supply chain's empowerment in India due to the increased digitalisation. According to embapro.com (2023), it can pressurize the business environment of the marketing department associated with AstraZeneca as they need to always keep always satisfied with the suppliers by promoting the various ranges of products that can increase the operational cost.

## **Environmental**

- The carbon footprint is huge (Jimenez, 2022) (Threat).
- Emerging various pharmaceutical pollutants (Miettinen and Khan, 2021) (Threat).
- Paris climate agreement (embapro.com, 2023) (Opportunity).

The carbon footprint has increased because of drug production by all the pharmaceutical companies in India. The report Jimenez (2022), suggests that all companies need to incorporate the energy incentive for sustainability while approaching new therapeutic strategies. Therefore, AstraZeneca needs to cut the manufacturing methods that are dependent on fossil fuels. Instead of that, they should embrace separate multiple production stages to avoid the risk of increasing the carbon footprint (Jimenez, 2022). However, the company has managed the environmental protection material by focusing on some areas in sustainable sourcing, product design, and also in manufacturing that will use less natural resources. Aside from that, India has taken some strong regulations through the National Action Plan of climate change that is monitoring the sustainability and usage of approaches in drug production. Different biotechnological pollutants might be hazardous to the health of people. The company must take the consideration of waste management for the safety of people. In this particular case, the company can utilize the Global Action Plan issued by the World Health Organisation (WHO) which focuses on both the overuse and misuse of the anti microbial and also plan to manage the utmost urgency. The Paris climate agreement also provides real targets to the Indian government for executing in a superior manner. It can result in high scrutiny on the perspective of environmental standards for AstraZeneca intending to expand the business in this country.

## **Legal**

- Supportive regulatory environment (Shenoy and Shailashri, 2022) (Opportunity).
- Easy licensing system (pharmabiz.com, 2019) (Opportunity).
- Legal protection to the intellectual properties (embapro.com, 2023) (Threat).

The regulatory environment for the pharmaceutical industry in the country is supportive (Shenoy and Shailashri, 2022). Research has found that the process of market authorisation only takes 12 months after submitting all the documents. Moreover, the cost is lowest among the other countries. Under the e-governance scheme, the Ministry of Health has introduced an online licensing system with the name of SUGAM. The company can access the license and its benefits in a phased manner (pharmabiz.com, 2019). The Indian government has made a stringent rule for

providing intellectual property, copyrights, patents, and the other rights of IPR. This will also help the company AstraZeneca to protect its intellectual property also.

## 8. Internal Business Environment Analysis

### SWOT analysis of Company

|                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p style="text-align: center;"><b>Strength</b></p> <ul style="list-style-type: none"> <li>• Available of high skilled manpower</li> <li>• The abundance of qualified technicians, scientists and management (Biswas, Singh and Chauhan, 2020).</li> <li>• The cost involved in the operation, innovation and management</li> </ul> | <p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Poor health insurance in the country</li> <li>• The emergence of unorganised pharmacy companies</li> <li>• Poor infrastructure</li> </ul>      |
| <p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Cost-effective labour</li> <li>• Excellent biodiversity</li> <li>• Rapid Growth in the Pharma Industry</li> </ul>                                                                                                                 | <p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Intense competition</li> <li>• A difficult regime of patents (Biswas, Singh and Chauhan, 2020)</li> <li>• Strict government regulation</li> </ul> |

**Table 1: SWOT Analysis of AstraZeneca**

(Source: Self-implemented)

**Analysis:** The country India has talented and educated manpower if it is compared to another country like China. The GDP of the country is also improving which can be a great reason for spending people on the health sector. Moreover, the health ministries are looking forward to spending the maximum portion of the GDP on health by introducing a universal health coverage system like National Health Policy, and Ayushman Bharat (Bhaduri, 2021). For all these strengths, the company AstraZeneca can get the best advantage of the cost-effective level with robust manufacturing capabilities. Apart from all these positive aspects, company AstraZeneca can also face some threats regarding intense competition, strict government regulation and regarding patents.

The company has got the permissions through the patent of some chronic diseases that are common in India but at the same time, AstraZeneca has faced litigations related to court. The court has refused to give the patent for some blockbuster drugs including the diabetes drug (timesofindia, 2021). Therefore it is most important for the company to represent these drugs in the market at a low cost compared to the other companies already doing business in this country. Aside from that, the company needs to concentrate on mergers with other indigenous companies in India to get maximum benefits from the government. The company might face intense competition and it can incorporate its strong conviction and urgency of making the cheapest drugs to render the people in this country for future business expansion.

## **9. Company's strategies to expand business in India**

**View the perspective of price control as an opportunity:** It has been determined from the PESTEL analysis that AstraZeneca might face challenges from the perspective of the price control by DPCO. The main reason for this price control is the huge dominance in the pharmaceutical sectors during the past decades and selling the medicine at a higher rate without any control. Therefore, DPCO came into the picture after enacting the Essential Commodities Act of 1955 in section 3 (Festa et al., 2021). Therefore, it would be taken as an opportunity by the company AstraZeneca that there is a governing body that will be responsible to curb any kind of corruption, such as black marketing the medicines.

**Retaining skilled labours:** India has various bioscience, chemistry, and pharmaceutical colleges that prepare high-quality graduates every year. Therefore, the skilled labor force would be easily available in every Indian state. In that case, the company AstraZeneca can write those skilled people and even already employed presently as an employee with even low-cost salaries if it is compared with the other countries (Festa et al., 2021). In addition to that, India also comprises its own research labs, which can be a win-win situation for this company.

**Collaboration with suppliers:** According to the annual report of the company AstraZeneca India, the company has already established excellent and standard procedures of business operation with its suppliers ensuring compliance and quality. In that case, it procures the services and goods from the local vendors to access the easy manufacturing location according to the code of conduct.

**Market segmentation and brand positioning:** According to the research led by Hassan and Craft (2012), market segmentation and brand positioning are the most critical aspects of international business entry. In this particular case, AstraZeneca has focused on various segmentation such as demographic, geographic, psychographic, and behavioural. In extending the business in India, the company needs to focus more on Geographic segmentation because it helps to identify the different perspectives of the customers such as culture, administrative systems, and preferences. It also needs to build an entire brand positioning by keeping the patients at the center.

**Consideration of the different and required therapies:** Consideration of emerging markets like India is another ongoing pipeline when it comes to market entry in this country. Over the past decades, the base of global sales has changed. That is the main reason, the company is focused on the different therapies that are needed in a specific country such as cardiovascular, metabolism & renal, respiratory, and Oncology in the business entry.

**Building the partnership:** Partnership building is another important aspect in the business entry for the company AstraZeneca. The company made an innovation partnership in India with various organisations like the Serum Institute of India. Thus, millions of vaccines have been produced with the joint efforts of SII and AstraZeneca. The signed partners between the organisation have benefited both companies with the mass production of covid-19 pandemic vaccine. In this way, the company needs to build more partnerships in India to expand the business further.

**Corporate social responsibilities (CSR):** The company also led a “no profit” strategy during the pandemic season by providing low-cost vaccines to the people in India. They also empowered vaccine manufacturers like the serum institute in India through a valid license from AstraZeneca to produce its vaccine for the people (Rao, Cullinan and Fletcher, 2020). Aside from that, the company has taken some commitments regarding CSR such as removing malnutrition, hunger, and poverty. On top of that, they will also promote health by concentrating on some preventive health care services and also sanitation. In India, the company already provided the contribution to the Swachh Bharat Kosh initiative taken by central governments in order to promote the sanctification. This will increase the competitive advantage and helps to remain in the top position in the pharmaceutical industry of India.

## **10. Recommendation and Conclusion**

From the detailed analysis of the business expansion for Astrazeneca in India, this report could conclude that Astrazeneca has several competitive advantages in this country. The company has already made a successful commercial position in India by catering for its numerous products and services. However, the company can improve on some cases that are given below-

- The company should increase its partnership with the various local organisations to get benefits on the cases of licence and patents
- AstraZeneca should also concentrate on increasing the suppliers for accessing the raw materials easily
- It also needs to focus on introducing and target in the new customer segments for the Business expansion in India.
- Maintaining innovator relationships for marketing is another important aspect of business expansion in India. The approach to the central government for accessing the guidance is also required in this case.

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