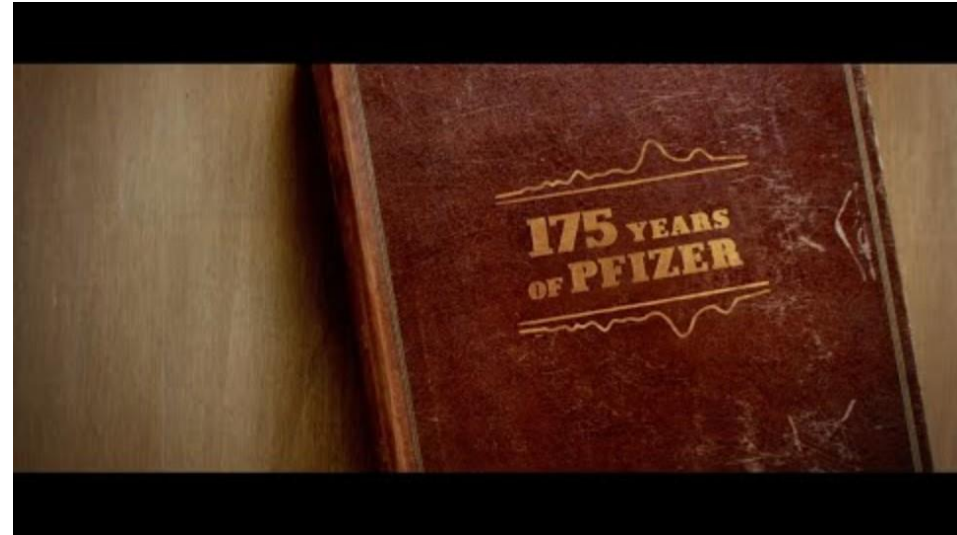




Agenda



Topic 1

Overview of the company
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Topic 2

PESTLE framework
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Topic 3

SWOT analysis
CRISTINA PAULA
BALULESCU ,
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Topic 4

Stakeholders
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Student ID : 1907760



Topic 5

Conclusions



Topic 6

References

1. OVERVIEW OF THE COMPANY



OVERVIEW

- Pfizer Inc. is a global biopharmaceutical corporation headquartered in New York City.
- It is one of the world's largest pharmaceuticals companies that have a complex organizational structure and functions.

HISTORY

- Founded in 1849 by Charles Pfizer and Charles Erhart in Brooklyn, New York.
- In beginning the company initially produced an antiparasitic called santonin. Later it is expanded product line to include citric acid, which played a crucial role in the food industry.

BUSINESS AND OPERATIONS

- Pfizer operate in over 150 countries with manufacturing facilities all over the world.
- The company's products focused on different therapeutic areas including oncology, immunology, cardiology, endocrinology , neurology.
- Pfizer invests in R & D. It focuses on developing new medications and vaccines that included preclinical research.

PRODUCTS

- Pfizer's medications included: Lipitor (cholesterol management), Viagra, Lyrica (neuropathic pain).
- The Pfizer-BioNTech COVID-19 vaccine sold under the brand name Comirnaty developed by German biotechnology company BioNTech, was one of the first vaccine authorized for emergency use during COVID-19 pandemic.

FINANCIALS

- Pfizer ranks among the top pharmaceutical companies by revenue. The COVID-19 vaccine significantly boosted its financial performance in recent years.
- Pfizer is publicly traded on the New York Stock



CORPORATE STRUCTURE AND LEADERSHIP

- The company is led by a Chief Executive Officer (CEO).
 - Albert Burla has been with the company since 1993 and became CEO in 2019.
 - Pfizer's board of directors includes experts from diverse fields.
-

CORPORATE SOCIAL RESPONSABILITY

- The company works on improving access to medicines in low-income countries through many programs and partnerships.

CHALLENGES AND CONTROVERSIES

- Pfizer is facing several challenges that could impact its future growth. One of the key challenges is the increasing competition in the biopharmaceutical industry.
- The company deals with risks of pharmaceutical research like high costs.

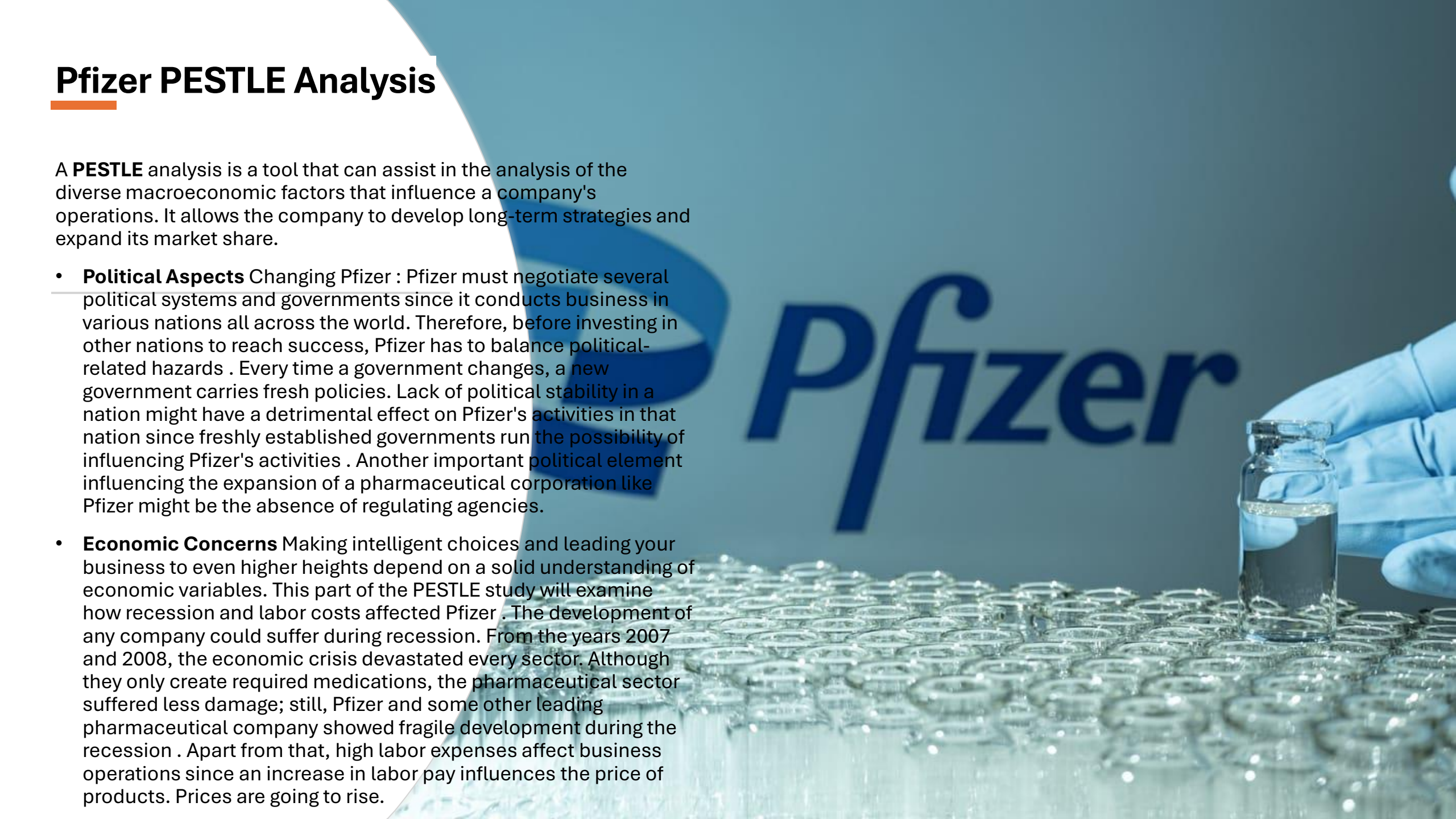


2. PESTLE FRAMEWORK

Pfizer PESTLE Analysis

A **PESTLE** analysis is a tool that can assist in the analysis of the diverse macroeconomic factors that influence a company's operations. It allows the company to develop long-term strategies and expand its market share.

- **Political Aspects** Changing Pfizer : Pfizer must negotiate several political systems and governments since it conducts business in various nations all across the world. Therefore, before investing in other nations to reach success, Pfizer has to balance political-related hazards . Every time a government changes, a new government carries fresh policies. Lack of political stability in a nation might have a detrimental effect on Pfizer's activities in that nation since freshly established governments run the possibility of influencing Pfizer's activities . Another important political element influencing the expansion of a pharmaceutical corporation like Pfizer might be the absence of regulating agencies.
- **Economic Concerns** Making intelligent choices and leading your business to even higher heights depend on a solid understanding of economic variables. This part of the PESTLE study will examine how recession and labor costs affected Pfizer . The development of any company could suffer during recession. From the years 2007 and 2008, the economic crisis devastated every sector. Although they only create required medications, the pharmaceutical sector suffered less damage; still, Pfizer and some other leading pharmaceutical company showed fragile development during the recession . Apart from that, high labor expenses affect business operations since an increase in labor pay influences the price of products. Prices are going to rise.

The background of the slide features a large, semi-transparent Pfizer logo in the center. To the right, a gloved hand is shown holding a small glass vial containing a clear liquid. In the foreground, there is a dense array of many small, identical glass vials, also containing clear liquid, arranged in a grid-like pattern. The overall color scheme is a cool blue and white, typical of a pharmaceutical or laboratory setting.

- **Social Factors:** It is important to understand the social factors of a certain culture or society if you want to succeed in the business world. Performance of an organization is strongly influenced by social elements. Therefore, an organization like Pfizer has to study the demography of a nation before investing in it. Based on these studies, Pfizer could increase its investments in nations like Japan with a higher proportion of elderly citizens. Before making investments in any multinational organization, you should be familiar with their policies. Social and business policies vary nation by nation. Ignorance of the customs and values of a nation can cause a business enormous difficulties.
- **Technological Factors:** Medical industries have progressed alongside technology. While reducing expenses and increasing productivity, advanced technology can let healthcare practitioners give better treatment and enhance the quality of life of their patients. Pfizer has to keep up with advances in technology and use the internet and social media if it wants to remain in the game. Knowing how important it is on the internet, Pfizer launched its website with all the information about its products and provided exclusive corporate analysis. With 22% of its income going toward research and development, Pfizer has been kindly sponsoring this activity.





Legal Factors: Laws and regulations created by governments come as a guarantee that organisations are protected from violation of rights. Legal considerations that would affect Pfizer before entering a new market should be taken into account since implementation and interpretation of regulations differ between countries. Legal actions always damage the reputation of the business; so, they should be avoided at all possible. Breaking the law could land strong fines and a permanent ban. Anti-discriminatory laws have great relevance across the world. Pfizer is aware of the need of the company following the laws. Pfizer revealed in its 2020 report that by 2025 it wants more Blacks, African Americans, Latinos, and Hispanics hired. This strategy will give the business good reputation and generate positive publicity.



Environmental Factors : In the fast-paced environment of today, sustainability is turning into a must for businesses. Government and non profit organisation push businesses to follow environmental criteria. One of the environmental elements influencing companies most importantly is climate change. Given that climate change has raised the frequency of natural disasters globally, Pfizer should make sure that its supply chain is adaptable to avoid any disturbance. Using environmentally friendly products in manufacturing and packaging techniques also affects Pfizer's costs. Understanding the need of environmental elements for the expansion of a business, Pfizer is aiming for goals regarding sustainability.

3. SWOT ANALYSIS

SWOT ANALYSIS

- SWOT analysis: strengths, weaknesses, opportunities, and threats Evaluation of a company's internal capabilities and external circumstances has been done through analysis as a strategic planning technique.
- A strong match between internal capabilities and external circumstances is thought to be the foundation of any successful strategies that arise from it (Agarwal, Grassl,& Pahl, 2015).



• STRENGTHS

- Strong brand recognition
- Diverse product portfolio
- Robust R&D pipeline

- Global presence
- Successful partnerships and collaborations

- Financial strength

• WEAKNESSES

- Patent expirations
- Dependency on a few key product
- Intense competition

- Regulatory and legal risks
- Pricing pressures
- Geopolitical risk

OPPORTUNITIES	THREATS
• Expansion in emerging markets • Focus on rare diseases and personalized medicine • Strategic acquisitions and partnerships • Expansion in digital health • Expansion in biosimilars market • Continued innovation in vaccines • Environmental, social and governance (ESG) initiatives	• Patent expirations and generic competition • Regulatory changes and investigation • Pricing pressures and refunded challenges • Intense competition • Legal and litigation risk • Geopolitical risk

4. STAKEHOLDERS

STAKEHOLDERS



- Stakeholders means “any group or individual who can affect or is affected by the achievement of the organization's objectives” (Freeman, 1984, p. 46).
- Stakeholders are essentially any individual, group, or organization with an interest in the organization and the ability to influence and be influenced by the decisions made by the company through its goals and policies.
- Pfizer Inc. is a massive international corporation with a wide range of stakeholders worldwide.
- Stakeholders assist organizations in informing and validating decision-making processes, offering direction and insights for corporate growth, innovating, and providing life-changing medications and vaccinations to those in need.

Five categories represent
Pfizer's stakeholders:

- **Financial:** Providers, clinics and hospitals, clients, patients, business associates, shareholders

- **Social and Political:** Media, governments, policy makers, and regulatory organisations

- **Technical**

- **Community:** Public health groups, professional medical associations, educational institutions, industry partners, and patient advocacy groups.

- **Internal:** Medical practitioners, allied health workers, and associates



MENDELOW'S STAKEHOLDERS THEORY

LOW POWER & LOW ATTENTION

- Educational institutions
- Multilateral organizations such as NGO's

LOW POWER & HIGH ATTENTION

- Industry partners
- Providers
- Clinics and hospitals

HIGH POWER & LOW ATTENTION

- Governments, policy makers and regulatory authorities
- Media
- Public Health groups
- Professional medical associations
- Patients advocacy groups

HIGH POWER & HIGH ATTENTION

- Clients
- Patients
- Shareholders and business associates
- Individuals
- Medical practitioners and allied health workers

5. CONCLUSIONS



- Pfizer is committed to finding innovations that will improve the lives of its patients. In an effort to improve global health, they innovate daily. This was, and still is, Charles Pfizer's original vision.

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THANK YOU !!