

Project report on strategic management on sanofi aventis

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Strategic Management View Full Essay Strategic Management Project Report

Company: Sanofi-Aventis Pakistan Limited Executive Summary Sanofi-

Aventis Pakistan Limited is one of the leading pharmaceuticals company in Pakistan. It focuses its activities on seven major therapeutic areas: cardiovascular, thrombosis, oncology, central nervous system, metabolic disorders, internal medicine and vaccines. Its portfolio of marketed products includes several medicines in the areas of thrombosis, cardiovascular disease, sleep disorders, epilepsy, diabetes and cancer.

In Pakistan, Sanofi-Aventis markets Actonel, Amaryl, Clexane, Eloxatin, Epilim, Lantus, Nasacort, Stilnox, Telfast, Taxotere, and Tritace among other products. This report aims to cover a thorough analysis of the strategic management of Sanofi-Aventis. It also included the study of pharmaceutical industry of Pakistan, major competitors in the industry and various trends with respect to market share and growth. The complete analysis of the company's long-term and short-term objectives is provided, based on which the future strategies are selected. Table of Contents 1. Company's Profile 01 2.

Sanofi-Aventis Pakistan 02 3. Values 04 4. Main Products 06 5. Research & Development 07 6. Production & Distribution 08 7. Industry Analysis 10 8. Competitors 13 9. Financial Analysis 17 10. Vision & Mission 18 11. Long-Term Objectives 19 12. Short-Term Objectives 20 13.

SWOT Analysis 21 14. Alternative Strategies 24 15. Choosing the best strategies 27 16. Conclusion 28 17. Reference 29 18. Appendix Financial

Statements for the year 2006-07 Company's Profile Sanofi-Aventis, headquartered in Paris, France, is a multinational pharmaceutical company.

The company is the 3rd largest pharmaceutical group in the world and a leading pharmaceutical group in France and Europe. Sanofi-Aventis engages in the research, development, manufacturing and marketing of pharmaceutical products for sale principally in the prescription...