

The global pharmaceutical industry essay sample

[Business](#), [Industries](#)



Identify the main environmental forces which affect the global pharmaceutical industry. Analyse the Five Forces framework to identify environmental forces affecting the global pharmaceutical industry. Do these forces differ by industry sector and where would you place the different sectors in the industry life cycle? Identify strategic groups within the global ethical pharmaceutical industry. Describe the strategic choices made by Pfizer from 2008 onwards and comment on what might have been the drivers behind these choices and how successful they were. How has the 'strategic customer' evolved over time for global pharmaceutical companies?

Tutorial 2: Case Study-Ryanair: the low-fares airlines-future directions,

Johnson, G., Scholes, K., Whittington, R., Angwin, D., and Regner, P. (2014) "Exploring Strategy, text and cases". Publisher: Prentice Hall, pp. 612-623.

Questions:

1. Why has Ryanair been successful so far?
2. Is Ryanair's strategy sustainable?
3. Would you recommend any changes to Ryanair's approach in changing environmental circumstances? Does the proposal to introduce long-haul flights make strategic sense?
4. What should Ryanair do with Aer Lingus if its third takeover bid succeeds or with its holding if it fails? Tutorial 3 is specifically designed for the preparation of the GBE assignment. Therefore, the attendance is mandatory. All registered students are assigned to groups in their tutorial groups. Students are encouraged to bring their laptop for the tutorial. Students are required to read in advance the case study on Daniels et al. (2013) book <https://assignbuster.com/the-global-pharmaceutical-industry-essay-sample/>

from pp. 514-518 (uploaded on Moodle) and attempt to answer the relevant questions prior of the class. In order to answer the questions students could make use of the data sources provided in the course outline. Bear in mind that the data sources provided are not exhaustive. Therefore, they other should be complemented by other relevant source of information. Questions will be further discussed and analysed in the classroom with the tutors. Tutors will guide the class and they could arrange students in groups in order to better manage the questions/exercises in the class.