



STRENGTHS (+)



- 1 Strong portfolio of pharmaceutical products
- 2 Global presence and market leadership
- 3 Strong brand recognition
- 4 Robust pipeline of innovative drugs
- 5 Strong financial performance

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OPPORTUNITIES (+)



- 1 Expansion into emerging markets
- 2 Research and development investments
- 3 Strategic partnerships and collaborations
- 4 Growth in biotechnology and gene therapy
- 5 Digital health and telemedicine

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WEAKNESSES (-)



- 1 Dependence on a few key products
- 2 Lengthy and costly drug development process
- 3 Potential for patent expirations
- 4 Reliance on external suppliers
- 5 Potential for pricing and reimbursement pressures

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THREATS (-)



- 1 Generic competition
- 2 Regulatory and legal challenges
- 3 Adverse side effects and product recalls
- 4 Pricing pressures and healthcare reforms
- 5 Currency exchange rate fluctuations

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