

Abbott Laboratories – August 2011

“SWOT is an acronym for the internal Strengths and Weaknesses of a firm and the environmental Opportunities and Threats facing that firm. SWOT analysis is a widely used technique through which managers create a quick overview of a company’s strategic situation. The technique is based on the assumption that an effective strategy derives from a sound “fit” between a firm’s internal resources (strengths and weaknesses) and its external situation (opportunities and threats). A good fit maximizes a firm’s strengths and opportunities and minimizes its weaknesses and threats. Accurately applied, this simple assumption has powerful implications for the design of a successful strategy.”

Abbott Laboratories Company Overview

Abbott Laboratories (Abbott), one of the well-diversified global healthcare companies, is engaged in the discovery, development, manufacture, and sale of pharmaceuticals and medical products. The company markets its products in more than 130 countries. It is headquartered in Abbott Park, Illinois and employed 91,440 people as of December 31, 2010.

Abbott Laboratories – August 2011

Strengths, Weaknesses, Opportunities and Threats (SWOT)

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
Internal	Strengths <ul style="list-style-type: none"> ➤ Recent acquisitions helping Abbott diversify its therapy area offerings and global geographic presence ➤ Increased uptake of Humira providing leadership position in lucrative I&I biologic space ➤ Strong revenue base across non-pharma segments driving growth 	Weaknesses <ul style="list-style-type: none"> ➤ Weak late stage pipeline ➤ Increasing reliance on Humira ➤ Weak intellectual property position exposing Abbott to generic onslaught
External	Opportunities <ul style="list-style-type: none"> ➤ Acquisition of Piramal Healthcare Solutions could allow Abbott to expand its 	Threats <ul style="list-style-type: none"> ➤ New biologic launches/biosimilars threaten Abbott's market share in the

Abbott Laboratories – August 2011

	presence in emerging Indian pharmaceutical market.	autoimmune disorder space.
--	--	----------------------------

www.YouSigma.com