



External and Internal Analysis of Glaxo SmithKline

By Felix Otieno

GRIN Verlag GmbH. Paperback. Book Condition: New. Paperback. 24 pages. Dimensions: 9.7in. x 6.8in. x 0.1in. Research Paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: A, University of California, Berkeley, language: English, comment: Great work, abstract: The common goal of any organization is to achieve its objectives which revolve around profit, survival and prosperity. Robert M. Grant (1991: 22) identifies two routes to achieve their objective which includes the location of an industry favorable to earn a rate of return above the competitive level and attain a position of advantage over its competitors within the industry, allowing the company to earn return more than the average return of the industry. Duane Ireland et al (2005) mentioned that internal and external analysis is important for the managers in order to develop and the implement the best strategy by evaluating the capabilities and resources of the firms and customer preferences in the market. Glaxo SmithKline (GSK) with a long history dating back to 18th century produce 9 billion Tums tablet, 6 billion Panadol tablets and 600 million tubes every year with more than 200 million customers worldwide and spends more than 300,000...



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