Contents

[PESTEL analysis of Abbott Laboratories 7](#_Toc131826296)

[Legal factors: 8](#_Toc131826297)

[Environmental factors: 9](#_Toc131826298)

[Porter’s Five Force Analysis 9](#_Toc131826299)

[Porter's Five Forces Analysis 10](#_Toc131826300)

[c) Internal Analysis 10](#_Toc131826301)

[c) VRIO analysis 12](#_Toc131826302)

[TOWS Matrix and SWOT Analysis 15](#_Toc131826303)

[2. CURRENT INNOVATION STRATEGY: 19](#_Toc131826304)

[Competitive market: 21](#_Toc131826305)

[3. STRATEGIC DILEMMAS 22](#_Toc131826306)

[Competitive advantage 24](#_Toc131826307)

[Innovation as a Driver of competitive advantage 25](#_Toc131826308)

[Social Responsibility as a driver of competitive advantage 26](#_Toc131826309)

[4. Strategic Positioning 26](#_Toc131826310)

[Business Model Canvas for Abbott Laboratories 28](#_Toc131826311)

[References: 30](#_Toc131826312)

INTRODUCTION:

Abbott Laboratories is a global healthcare company that specializes in the development and manufacture of a wide range of healthcare products, including pharmaceuticals, medical devices, diagnostics, and nutritionals. The company was founded in 1888 by Dr. Wallace C. Abbott, and has since grown into one of the largest healthcare companies in the world, with operations in more than 160 countries (Abbott, 2021).

Abbott Laboratories has a long history of innovation and scientific discovery, with a strong focus on improving patient outcomes and quality of life. The company's research and development efforts have led to numerous breakthroughs in the field of healthcare, including the development of the first HIV blood screening test, the first FDA-approved rapid diagnostic test for COVID-19, and the world's first commercially available implantable pacemaker (Abbott, 2021).

In recent years, Abbott Laboratories has been recognized for its commitment to sustainability and corporate responsibility. The company has been named to the Dow Jones Sustainability Index for 16 consecutive years and has been recognized as one of the World's Most Ethical Companies by the Ethisphere Institute for 13 consecutive years (Abbott, 2021).

b) External Micro Environment Analysis

## PESTEL analysis of Abbott Laboratories

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Political | Economical | Social | Technological | Legal  | Environmental |
| Change in healthcare policies Political instability and changes in government policies. | Fluctuations in exchange rates Economic uncertainty  | Increasing focus on preventive healthcare Changing consumer preferences | Advancements in technology Use technology to enhance the efficiency of its operations and distribution channels. | Changes in intellectual property laws and regulations Compliance with regulations and laws  | Increasing concerns about environmental sustainability Address environmental concerns. |

Here is a PESTLE analysis of Abbott Laboratories in the UK market:

**Political factors:**

Changes in healthcare policies and regulatiHealthcare policy and regulations change products.

The company's ability to operate in emerging markets may be affected by political instability and changes in government policies.

**Economic factors:**

Fluctuations in exchange rates can impact the company's revenue and profitability.

Economic uncertainty can impact healthcare spending and consumer confidence, which could affect the sales of Abbott's products.

 **Social factors:**

Increasing focus on preventive healthcare presents an opportunity for Abbott to introduce new products.

Changing consumer preferences for natural and organic products may impact the sales of Abbott's products.

**Technological factors:**

Advancements in technology can impact the development and production of Abbott's products.

The company can leverage technology to enhance the efficiency of its operations and distribution channels.

## Legal factors:

Changes in intellectual property laws and regulations can impact the company's ability to protect its products and profitability.

Compliance with regulations and laws governing product safety and quality is critical for Abbott to maintain its reputation.

## Environmental factors:

Increasing concerns about environmental sustainability may impact the company's reputation and demand for its products.

The company can leverage sustainable practices in its operations and product development to address environmental concerns. (Mahru,2019)

 Overall, Abbott Laboratories in the UK market must monitor political, economic, social, technological, legal, and environmental factors to effectively navigate the market demand and remain competitive.

## Porter’s Five Force Analysis

The Porter's Five Forces framework will be used to analyse the external micro environment of Abbott Laboratories.

**Threat of new entrants:** High regulatory demands and costly research and development create significant entry barriers for organizations in the healthcare industry. Abbott Laboratories has a strong brand and a broad product portfolio that can deter potential new entrants.

**Suppliers' bargaining power:** Abbott Laboratories depends on its suppliers for obtaining raw materials, and while the suppliers possess moderate bargaining power, the organization maintains long-term relationships with them to mitigate the impact of price fluctuations.

**Buyers' bargaining power:** The availability of substitute products grants buyers some bargaining power, despite the healthcare market having many buyers, making their bargaining power moderate.

**Threat of substitutes:** Although substitute products exist in the market, Abbott Laboratories' strong brand and reputation for quality products moderate the threat of substitutes.

**Intensity of competitive rivalry:** The healthcare industry is highly competitive, with many companies operating in various segments. Abbott Laboratories faces competition from companies such as Johnson & Johnson, Pfizer, and Roche. (Henry, 2018)

## Porter's Five Forces Analysis

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Threat of New Entrants: | Bargaining Power of Suppliers: | Bargaining Power of Buyers: | Threat of Substitute Products: | Competitive Rivalry: |
| Low | Low | Moderate | Moderate | High |

## c) Internal Analysis

Abbott Laboratories is a well-established player in the pharmaceutical industry, with a long history of developing innovative products and technologies. To understand the company's current strategic positioning, it is important to assess its internal capabilities and resources.

One framework that can be used for this analysis is Michael Porter's value chain analysis. The value chain model breaks down a company's activities into primary and support activities, and identifies areas where the company can create value and gain a competitive advantage.

Abbott Laboratories' primary activities include research and development, manufacturing, marketing and sales, and customer service. Research and development are crucial for identifying and developing new products and technologies, while manufacturing ensures efficient and cost-effective production of products.

Support activities for Abbott Laboratories include human resources, information technology, and procurement. These functions are critical in supporting the primary activities of the company and ensuring that they are carried out effectively.

In terms of strategic capabilities, Abbott Laboratories has several key resources and competencies that give it a competitive advantage in the market. These include:

* Strong brand recognition and reputation
* A diverse portfolio of products and technologies
* Strong research and development capabilities
* Established distribution channels and customer relationships
* Efficient and effective manufacturing processes

These resources and competencies allow Abbott Laboratories to differentiate itself from competitors and maintain a strong market position. The company's strong research and development capabilities, in particular, are critical in developing new products and technologies that can address unmet medical needs and create new revenue streams.

Overall, Abbott Laboratories' internal capabilities and resources are well-aligned with the demands of the pharmaceutical industry. The company has a strong foundation for continued growth and success, provided it can continue to innovate and adapt to changing market conditions. (SWOT & PESTLE.com, 2019)

## c) VRIO analysis

A table format for conducting an internal analysis of a company's strategic capabilities using the VRIO framework:

| **Resource/Capability** | **Valuable** | **Rare** | **Inimitable** | **Organized** | **Competitive Advantage?** |
| --- | --- | --- | --- | --- | --- |
| Research & Development | ✓ | ✓ | ✓ | ✓ | Yes |
| Brand Reputation | ✓ | ✓ | ✓ | ✓ | Yes |
| Manufacturing Capabilities | ✓ | ✗ | Partially | ✓ | No |

**Research and Development Capabilities:**

Valuable: Abbott Laboratories' research and development capabilities are valuable because they allow the company to develop new products, improve existing ones, and stay ahead of the competition.

**Rare:** Abbott Laboratories' research and development capabilities are rare because the company invests heavily in research and development, and not many other companies in the industry can match this level of investment.

**Inimitable:** Abbott Laboratories' research and development capabilities are inimitable because they are supported by a vast network of scientists, researchers, and engineers, who have specialized knowledge and expertise that cannot be easily replicated.

**Organized:** Abbott Laboratories' research and development capabilities are organized because the company has a well-structured R&D department that is led by experienced professionals who know how to develop and commercialize new products effectively.

Overall, Abbott Laboratories' research and development capabilities are a source of competitive advantage for the company because they are valuable, rare, inimitable, and organized.

**Brand Reputation:**

**Valuable:** Abbott Laboratories' brand reputation is valuable because it allows the company to differentiate its products from those of competitors and attract loyal customers.

**Rare:** Abbott Laboratories' brand reputation is rare because the company has been in the healthcare industry for over a century and has built a strong brand that is recognized globally.

**Inimitable**: Abbott Laboratories' brand reputation is inimitable because it is built on a legacy of trust, quality, and innovation that competitors cannot easily replicate.

**Organized:** Abbott Laboratories' brand reputation is organized because the company has a well-established marketing and communications department that knows how to effectively promote and protect the brand.

Overall, Abbott Laboratories' brand reputation is a source of competitive advantage for the company because it is valuable, rare, inimitable, and organized.

**Manufacturing Capabilities:**

Valuable: Abbott Laboratories' manufacturing capabilities are valuable because they allow the company to produce high-quality products efficiently and cost-effectively.

**Rare:** Abbott Laboratories' manufacturing capabilities are not particularly rare, as many other companies in the industry have similar capabilities.

**Inimitable:** Abbott Laboratories' manufacturing capabilities are inimitable to some extent because the company has implemented advanced manufacturing techniques that make its operations more efficient and effective.

**Organized:** Abbott Laboratories' manufacturing capabilities are organized because the company has a well-structured manufacturing department that is led by experienced professionals who know how to optimize production processes.

Overall, Abbott Laboratories' manufacturing capabilities are not a significant source of competitive advantage for the company. They are not particularly rare, but they provide some value and are organized.

In conclusion, Abbott Laboratories has several strategic capabilities that can give the company a competitive advantage. These include its research and development capabilities and brand reputation. The company's manufacturing capabilities are not a significant source of competitive advantage.

**d) TOWS Analysis**

The TOWS analysis of Abbott Laboratories shows that the company has various strengths, including its strong brand and reputation, diverse product portfolio, and strong research and development capabilities. The opportunities for the company include the increasing demand for healthcare products due to demographic changes and lifestyle trends. However, the company faces various threats, including regulatory changes, competition, and economic instability. The weaknesses of Abbott Laboratories include its dependence on a few key products and the risk of product recalls. (Haque, 2017)

## TOWS Matrix and SWOT Analysis

|  |  |  |
| --- | --- | --- |
| TOWS MATRIX | **Opportunities*** ·  Growing demand for healthcare product
* ·  Growing focus on preventive healthcare
* ·  Emerging markets
* ·  Strategic partnerships
 | **Threats*** ·  Intense competition
* ·  Regulatory environment
* ·  Economic uncertainty
* Intellectual property infringement
 |
| **Strengths*** ·  Strong portfolio of products
* ·  Established brand
* ·  R&D capabilities
* Strong financial position
 | **Strengths / Opportunities*** Leverage R&D capabilities to introduce new products that cater to the growing demand for healthcare products in emerging markets.
* Use the solid financial position to form strategic partnerships with other companies to expand product portfolio and distribution channels.
 | **Strengths / Threats*** Use the established brand and strong portfolio of products to counter competition from other established players and new entrants.
* Invest in research and development to navigate the changing regulatory environment in the UK.
 |
| **Weaknesses*** ·  Dependence on a few products
* ·  Limited market share:
* ·  Dependence on distributors
* ·  Limited presence in emerging markets
 | **Weaknesses / Opportunities*** Diversify product portfolio to reduce dependence on a few key products and capitalize on the growing focus on preventive healthcare in the UK market.
* Expand into emerging markets to increase market share and reduce dependence on a limited geographic presence.
 | **Weaknesses / Threats*** Improve distribution channels to increase customer satisfaction and mitigate the dependence on distributors.
* Mitigate the risk of intellectual property infringement by investing in patent protection and innovative technologies.
 |

**Dependence on a few products:** Abbott Laboratories' dependence on a few key products can be a weakness as any disruptions in the supply chain or decrease in demand for those products can have a significant impact on the company's revenue. However, this has been identified as an opportunity to diversify the product portfolio, which can help reduce the dependence on those key products and capitalize on the growing focus on preventive healthcare in the UK market. This is identified in the TOWS matrix as a weakness/opportunity and could have a significant impact on the operations of Abbott Laboratories.

**Limited market share:** Abbott Laboratories' limited market share can be a weakness as it limits the company's reach and potential revenue. However, this has been identified as an opportunity to expand into emerging markets, which can help increase the company's market share and reduce dependence on a limited geographic presence. This is identified in the TOWS matrix as a weakness/opportunity and could have a significant impact on the operations of Abbott Laboratories.

**Dependence on distributors:** Abbott Laboratories' dependence on distributors can be a weakness as it can limit the company's control over the distribution channels and customer satisfaction. However, this has been identified as a weakness/threat, and improving distribution channels can increase customer satisfaction and mitigate the dependence on distributors. This can have a significant impact on the operations of Abbott Laboratories.

**Limited presence in emerging markets:** Abbott Laboratories' limited presence in emerging markets can be a weakness as it limits the company's potential revenue and growth opportunities. However, this has been identified as an opportunity to expand into emerging markets, which can help increase the company's market share and reduce dependence on a limited geographic presence. This is identified in the TOWS matrix as a weakness/opportunity and could significantly impact the operations of Abbott Laboratories.

**Mitigate the risk of intellectual property infringement:** This has been identified as a weakness/threat, and investing in patent protection and innovative technologies can mitigate the risk of intellectual property infringement. This can significantly impact Abbott Laboratories’ operations, as any infringement can lead to revenue loss and damage to the company's reputation.

In summary, the weaknesses identified in the TOWS matrix that can significantly impact the operations of Abbott Laboratories are the dependence on a few key products and limited market share. The opportunities identified are diversifying the product portfolio and expanding into emerging markets, while the threats identified are dependence on distributors and the risk of intellectual property infringement.

# 2. CURRENT INNOVATION STRATEGY:

Abbott Laboratories has a strong strategic position in the healthcare industry, focusing on innovation, research and development, and social responsibility. However, the company faces regulatory changes, competition, and economic instability challenges. To stay ahead of competitors, Abbott Laboratories needs to invest in research and development and diversify its product portfolio to manage risk. Adapting to the changing environment is crucial to maintain its competitive advantage.

Abbott Laboratories is pursuing several forms of innovation, including product innovation and process innovation. One example of product innovation is the company's development of the Freestyle Liber glucose monitoring system, which uses a small sensor attached to the skin to continuously monitor glucose levels in people with diabetes, eliminating the need for fingerstick tests. This product innovation has disrupted the traditional glucose monitoring market and has gained significant market share due to its convenience and ease of use.

 Abbott Laboratories' sources of innovation include a strong focus on research and development, collaborations and partnerships, and investments in new technologies. The company has a dedicated research and development team, with a significant portion of its revenue invested in R&D activities. Abbott also collaborates with other companies, academic institutions, and research organizations to leverage their expertise and resources in developing innovative products and solutions. For example, Abbott partnered with Bigfoot Biomedical to develop an automated insulin delivery system for people with diabetes. In addition, Abbott invests in new technologies, such as artificial intelligence and machine learning, to enhance its product development and manufacturing processes.

To foster innovation, Abbott Laboratories has created an innovation culture that encourages risk-taking, experimentation, and collaboration. The company has established innovation centers in various locations around the world, where employees can work on new ideas and collaborate with external partners. Abbott also has an innovation incubator program, which provides funding and resources to employees with innovative ideas that can benefit the company. By fostering a culture of innovation, Abbott is able to tap into the creative potential of its employees and external partners to develop new and disruptive products and solutions.

The implications of Abbott Laboratories' innovation strategy are significant, as it has enabled the company to develop innovative products and solutions that have disrupted traditional markets and gained significant market share. By investing in research and development, collaborating with external partners, and fostering a culture of innovation, Abbott is able to stay ahead of its competitors and maintain its position as a leader in the healthcare industry. The company's focus on innovation also allows it to address unmet needs in the market and provide solutions that improve the quality of life for patients.

## Competitive market:

Abbott Laboratories achieves and maintains competitive advantage through a combination of strategic initiatives, including innovation, research and development, and corporate social responsibility. Abbott Laboratories' dedication to innovation has played a vital role in driving its achievements within the healthcare industry. The organization heavily invests in research and development, intending to create novel products and enhance the existing ones. For example, the company has a robust pipeline of innovative products in areas such as diabetes care, cardiovascular health, and oncology.

Innovation is crucial for Abbott Laboratories to maintain its competitive advantage, as it enables the company to stay ahead of its competitors and address evolving customer needs. By investing in research and development, Abbott Laboratories can develop products that are more effective, efficient, and affordable than those of its competitors. This not only helps the company to differentiate its products but also creates a strong barrier to entry for potential new entrants.

Abbott Laboratories emphasizes corporate social responsibility by investing in sustainable business practices, supporting local communities through charitable giving and volunteering, and providing access to life-saving medicines and treatments to people in need. These initiatives help Abbott Laboratories build a positive reputation, enhance brand value, and strengthen relationships with customers and stakeholders

Corporate social responsibility is an important factor in Abbott Laboratories' competitive advantage, as it helps the company to build a strong reputation and brand image. In the healthcare sector, trust and reputation are fundamental to achieving success, making it especially vital for organizations to prioritize these aspects. By demonstrating a commitment to social responsibility, Abbott Laboratories can build a loyal customer base and establish itself as a trusted leader in the industry. (Goldberg, 2019)

Overall, Abbott Laboratories achieves and maintains its competitive advantage through a combination of innovation, research and development, and corporate social responsibility. These strategic initiatives help the company to differentiate its products, create a strong barrier to entry for potential new entrants, and build a strong reputation and brand image.

# 3. STRATEGIC DILEMMAS

Abbott Laboratories faces several strategic dilemmas in the current international business environment, which could impact its competitive advantage and overall success. Some of the key strategic dilemmas facing the company include:

**Regulatory Challenges:** Abbott Laboratories faces a major strategic dilemma in navigating the complex and evolving regulatory landscape. Complying with regulatory requirements is an intricate and costly process, and noncompliance may lead to legal repercussions, financial penalties, and harm to the organization's image. Regulatory changes can impact the availability and pricing of products, and may require significant investments in research and development to stay compliant.

 **Intense Competition:** Operating in a fiercely competitive sector, Abbott Laboratories confronts fierce rivalry from both established companies and emerging competitors. The healthcare industry is continually progressing, with novel products and technologies emerging swiftly.  Abbott Laboratories needs to stay ahead of its competitors by investing in research and development and continuously innovating its products. The company also needs to differentiate itself from its competitors by building a strong brand and reputation, and by providing excellent customer service.

**Economic Instability:** Abbott Laboratories operates in a global market, and is subject to economic instability and volatility. Changes in exchange rates, inflation, and interest rates can impact the company's profitability and financial performance. Additionally, economic downturns can lead to reduced healthcare spending, which could impact the demand for the company's products. Abbott Laboratories needs to develop strategies to manage economic risks and adapt to changing market conditions.

**Intellectual Property Protection:** Abbott Laboratories invests heavily in research and development and holds numerous patents and intellectual property rights for its products. Protecting this intellectual property is essential for maintaining the company's competitive advantage. However, intellectual property theft and infringement are common in the healthcare industry, and the company needs to develop strategies to protect its intellectual property and prevent unauthorised use by competitors. (Wexler-Beron, Bejjani and Melief, 2006)

Abbott Laboratories faces several strategic dilemmas in the current international business environment, including regulatory challenges, intense competition, economic instability, and intellectual property protection. The company must develop strategies to manage these risks and adapt to changing market conditions to maintain its competitive advantage and ensure long-term success.

In considering future competitive strategies for Abbott Laboratories, I will apply Porter's Generic Strategies of Competition framework. This framework identifies three generic strategies that companies can use to achieve a competitive advantage: cost leadership, differentiation, and focus (Porter, 1985).

Abbott Laboratories has historically pursued a differentiation strategy, as evidenced by their focus on research and development and their development of innovative products such as the first HIV blood screening test and the first FDA-approved rapid diagnostic test for COVID-19. This strategy has allowed Abbott to command a premium price for their products and differentiate themselves from competitors in the healthcare industry.

However, as the healthcare industry becomes increasingly competitive, Abbott may need to consider adopting a cost leadership strategy in order to remain competitive. This could involve streamlining operations and reducing costs in order to offer products at a lower price point. For example, Abbott could consider implementing lean manufacturing practices or outsourcing certain functions in order to reduce costs.

Alternatively, Abbott could continue to focus on differentiation by developing new and innovative products, such as personalized medicine or digital health solutions. This could involve partnering with technology companies or investing in startups that are developing cutting-edge healthcare technologies.

## Competitive advantage

A competitive advantage arises when a company can differentiate itself from its competitors and provide more excellent value to its customers. This can be achieved through various means, such as cost leadership, product differentiation, and focus on specific niche markets. Companies that gain competitive advantage can earn higher profits and sustain long-term growth.

Innovation plays a critical role in fostering and maintaining competitive advantage. Organisations that allocate resources towards research and development, thereby launching new and creative products in the market, can strengthen their competitive advantage and distinguish themselves from competitors. Innovation can also facilitate improved operational efficiency and reduced costs, further reinforcing their competitive edge while addressing evolving customer needs.

Prioritising social responsibility can enhance a company's competitive advantage by demonstrating a commitment to sustainability, ethical practices, and social impact. Customers are more likely to do business with socially responsible companies, which can lead to increased loyalty and repeat business.

Overall, competitive advantage arises from innovation, cost leadership, and differentiation. Companies that can effectively manage these factors and focus on social responsibility are better positioned to achieve sustainable competitive advantage and long-term success. (Fernandes, 2017)

## Innovation as a Driver of competitive advantage

Innovative innovation can give organisations a competitive edge by introducing novel products or services that cater to customer requirements more efficiently than rivals. It can also improve existing products or services, increasing customer value.

Innovation improves operational efficiency and cost reduction, creating a competitive advantage. Tesla's investment in automation reduced production costs and improved quality control. Patagonia's sustainable production practices built a loyal customer base that values environmental responsibility. (Narayanan, 2001)

## Social Responsibility as a driver of competitive advantage

Social responsibility can provide a company with a competitive advantage in several ways. First, it can help a company build a strong brand reputation and differentiate itself from competitors. Unilever's Sustainable Living Plan is a prime illustration where the organization's objective to reduce its environmental impact and enhance social outcomes has facilitated creating a favorable brand image and drawing consumers with social consciousness.

Prioritising social responsibility can also help companies attract and retain top talent. Employees value companies that prioritize social and environmental responsibility, and demonstrating a commitment to these issues can help companies attract highly skilled and motivated employees. For example, Salesforce's focus on social responsibility has helped the company attract top talent.

Social responsibility can enhance customer loyalty and build stronger relationships with consumers. Companies that manage innovation, cost leadership, differentiation, and social responsibility effectively are better positioned to achieve sustainable competitive advantage and succeed in the long term. By investing in these factors, companies can create value for customers and stakeholders and build a competitive advantage that is difficult for competitors to replicate Part B: Management Report

# 4. Strategic Positioning

The IMS Institute for Healthcare Informatics reported that the pharmaceutical industry, in which Abbotts Laboratory operates, is expected to reach global spending of $1.2 trillion by 2024 due to factors such as an aging population, the increasing prevalence of chronic diseases, and rising healthcare costs. Intense competition, high regulatory barriers, and rapid technological change also characterize the industry. However, the industry is also subject to significant challenges, including the high cost of research and development, patent expirations, and increasing competition from generic drugs.

Abbotts Laboratory's current strategic positioning can be analyzed using various strategic tools, including PESTEL analysis, Porter's five forces analysis, VRIO framework, and TOWS matrix analysis. (fern fort university, n.d.)

Abbott Laboratories has a diversified business model that includes a range of products and services in the healthcare sector. The company's current strategic choice is focused on maintaining its position as a leading provider of medical devices, diagnostics, and pharmaceuticals.

Abbott Laboratories uses **both** differentiation and cost leadership strategies to maintain its market position by innovating and developing cost-saving generic drugs. In the future, the company will likely continue to pursue these strategies by focusing on innovation and cost reduction to increase efficiency. (Gluck, Kaufman and Walleck, 2019)

Abbott Laboratories can expand its presence in emerging markets to increase market share and generate revenue. This strategy can also reduce its dependence on mature markets. To implement this, the company can build relationships with healthcare providers and governments in emerging markets and invest in marketing and sales initiatives.

Another strategy is to focus on developing personalized medicine to differentiate itself from competitors and tap into a growing market. The company can leverage technology and genetics to tailor treatments to individual needs.

We recommend Abbott Laboratories to expand its presence in emerging markets to generate significant revenue growth and reduce its reliance on mature markets. To achieve this, the company should build relationships with healthcare providers and governments, and invest in marketing and sales initiatives to raise awareness of its products and services.

## Business Model Canvas for Abbott Laboratories

To enter emerging markets, Abbott Laboratories can form partnerships with local healthcare providers and use the Canvas business model to identify new customer segments and revenue streams. By leveraging this approach, the company can optimize its operations and penetrate emerging markets effectively.

In the case of Abbott Laboratories, the selected strategy is to expand its market share by entering new geographic markets. To implement this strategy using the Canvas business model, the following steps can be taken:

* **Customer Segments:** Identify new customer segments that the company can target in the new markets. For instance, the company can target healthcare institutions, pharmacies, and distributors in the new markets.
* **Value Proposition:** Develop a value proposition that resonates with the needs of the new customer segments. For instance, the company can emphasize its commitment to quality, affordability, and innovation.
* **Channels:** Identify the most effective channels for reaching the new customer segments. For instance, the company can use online platforms, trade shows, and direct sales representatives to reach out to potential customers.
* **Customer Relationships:** Develop a customer relationship strategy that is tailored to the needs of the new customer segments. For instance, the company can establish a customer service center that is accessible to the new customers.
* **Revenue Streams:** Identify new revenue streams that the company can generate in the new markets. For instance, the company can explore opportunities for licensing, partnerships, and joint ventures with local companies.
* **Key Activities:** Identify the key activities that are required to implement the strategy. For instance, the company may need to invest in R&D, marketing, and supply chain management.
* **Key Resources:** Identify the key resources that the company needs to implement the strategy. For instance, the company may need to invest in new technologies, talent, and infrastructure.
* **Key Partnerships:** Identify the key partnerships that the company can leverage to implement the strategy. For instance, the company can partner with local distributors, suppliers, and regulatory agencies.
* **Cost Structure:** Develop a cost structure that is aligned with the revenue streams generated from the new markets. For instance, the company may need to balance the cost of R&D, marketing, and distribution with the revenue generated from the new markets.

Abbott Laboratories must innovate and prioritise social responsibility to maintain its competitive edge. The company can address challenges through market expansion and the Canvas business model to identify new opportunities.

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