



اَوْنُوْا سِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



Abbott

COMPANY ANALYSIS

ABBOTT LABORATORIES

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EXECUTIVE SUMMARY

This case study is based on the company Abbott Laboratories. Abbott Laboratories is an international medical equipment and health care corporation based in the United States. Abbott Laboratories' Malaysian headquarters are in Shah Alam, Selangor. The material for this case study was obtained from the internet. The extraction includes details about the company's history, organisational chart, products, market plans, and SWOT analysis. This research may be used to aid the company's growth. SWOT analysis is analogous to a brainstorming session in that it would reveal all of the facts based on the company's strengths, weaknesses, opportunities, and threats. This paper also contains the facts and ideas needed for the business to grow into a profitable one.

2.3 Products/Services

Abbott Laboratories offers the healthcare product for all type of people from kids to adults. There are 5 types of products such as diabetes care, diagnostics, nutrition, pharmaceuticals, and vascular.

Abbot Laboratories believes that people with diabetes should be able to live full, healthy lives. That is why they are focused on assisting them in properly managing their wellbeing by goods that offer reliable data to drive better informed decisions. They are changing the way people track their glucose levels by developing simple to use diabetic devices. In Malaysia, FreeStyle® glucose metres and test strips assist diabetics in properly managing their glucose levels.

Diagnostic research serves as a guidepost, offering evidence that aids in the detection, diagnosis, and care of a variety of health problems. Abbott's life-changing testing and screening methods give patients all of the world control over their health. Their diagnostic technologies assist Malaysian physicians with informatics solutions, biochemical and laboratory diagnostic research.

Abbott Laboratories recognises that good nutrition is the basis for living the best life imaginable. That is why they create nutrition items focused on research for people of all ages. Abbott Laboratories products help babies and children thrive, keep bodies safe and busy, and meet the special dietary needs of people with chronic illnesses, as well as making every step of life healthy. Abbott Malaysia carries growing-up milk brands such as Similac® Gain Plus, Similac® Gain Kid, PediaSure® Complete, Isomil® Plus, and Similac® Total Comfort Plus under the category of paediatric nutrition products.

In Malaysia, Abbott Laboratories aspires to be a reliable partner by offering high-quality, inexpensive branded generic pharmaceuticals to a broader spectrum of people around the world, and they are constantly improving our drugs to make them safer, easier to prescribe, and function quicker.