

THE STRATEGIC OF LONGDALI CO. LTD

CHAPTER 1

INTRODUCTION

1.1 Background And Research Significance

1. 1. 1 Selection Background

With the rapid development of the pharmaceutical industry, the impact of economic globalization is far-reaching, and the division of labor in social specialization is also more detailed. There is no need for pharmaceutical manufacturing companies in the pharmaceutical industry chain to blindly engage in the industrial chain strategy, and to make the enterprise bigger and more comprehensive, and it should Concentrate effort and investment into the direction and field where they are good at, and other supporting products can be provided by suppliers' pharmaceutical intermediate companies, especially some primary products and products with certain pollution and danger, which are transferred to downstream pharmaceutical intermediates. Business production and delivery.

In the 1990s, the rapid development of the pharmaceutical industry led to the development of many hospital intermediate companies, and also created many outstanding companies, such as Shandong Ruiying Group, Shandong Jincheng Shares, Zhejiang Lianhua Science and Technology, Zhejiang Yongtai Technology, Zhejiang Sea Xiang Pharmaceutical, Zhejiang Yongning Pharmaceutical, Zhejiang Hengdian Group and many other outstanding pharmaceutical intermediate companies. After the rapid

development and brilliance of the pharmaceutical industry, these pharmaceutical intermediate companies have gradually entered a mature period. At the same time, the competition among these pharmaceutical intermediate companies is becoming increasingly fierce. New investors who are tempted by the profitability of the pharmaceutical-related industries are full of dreams of getting rich into the industry, and the strategic layout of the pharmaceutical industry's industrial chain to the upstream. These factors lead to pharmaceutical intermediates. Competition is also heating up.

At present, most domestic small and medium-sized pharmaceutical companies are not standardized in management, and many companies have not introduced strategic management.

Management, the understanding and application of strategic management is still in the initial stage, the lack of strategic direction and vision. These problems have made domestic pharmaceutical intermediate companies develop at random and disorderly, and they are often in a state of price war in the market competition. At present, China's pharmaceutical intermediate manufacturing companies must stand out in the fierce market competition and gain advantages. In order to achieve rapid development within the industry, it is necessary to define the company's strategic positioning and formulate and ensure the implementation of the company's development strategy. This is the middle of domestic medicine. The inevitable choice of corporate enterprises.

1. 2 Research Significance

To clarify the thinking for the long-term development of the Shandong LongDaLi Co. Ltd (Abbreviation as LDL) companies and avoid bottlenecks in future development. LDL is faced with similar difficulties with other pharmaceutical intermediate companies. At the same time, in terms of development, the internal and external environment has undergone unprecedented changes. In the long run, companies have a sense of “crisis”. In the so-called “crisis”, risks and opportunities coexist. If the science understands the situation and clarifies its thinking, LDL will be able to better seize the opportunity, turn the corner, and achieve healthy and rapid development.

LDL's current development direction is mainly pharmaceutical intermediates, but it is relatively clear, but there is no specific detailed enterprise development strategy planning. The company's development strategy is still in a spontaneous stage of development. The current development direction is random and highly variable, and there is no perseverance. The protection is seriously affected by the external development environment such as national policies and economic situation, leading to uncertainty in the direction of future development. Therefore, according to internal environmental factors and external environmental factors, LDL Company combed out the company's strategic positioning and corporate strategic development goals, formulated a set of scientific development strategies suitable for the actual situation of LDL Company, and adopted effective safeguard measures to implement these strategies. Only in this way can a clear and long-term development idea be formed, which will allow the company to develop steadily and sustainably and avoid bottlenecks in its future development.

This article analyzes the research achievements of strategic management at home and abroad, takes LDL company in Shandong as the research object, and learns and uses strategic management theory and strategic management analysis methods, such as PEST theory analysis, SWOT theory analysis, and Michael Porter's five force model. To find out the current problems in the company's strategic management, and analyze and improve the existing strategic management. On the one hand, it can provide a theoretical basis for the development of strategic management for LDL Company, in order to achieve the goal of resolving the weak points of LDL's strategic management and improving the LDL's strategic system; on the other hand, it provides experience and lessons for the development of other pharmaceutical intermediate companies. Therefore, expanding and expanding China's pharmaceutical intermediate industry has not only played an important reference role for China's same type of enterprises to cope with the challenges of globalization, but also provided a strong backing for the reform and development of China's pharmaceutical industry.

1.3 Research Ideas, Main Analysis Tools And Methods

Based on the principle of the company's development strategy at home and abroad,

this paper uses the SWOT analysis theory of strategic management and the five forces model of Michael Porter to formulate a development strategy suitable for the specific situation of LDL company, and through the Boston Matrix, combined with the strategic combination, combined with the company's There is business development of the company's development strategy to ensure the smooth implementation of corporate culture, personnel training, marketing, product production and other aspects.

1.4 Research Framework

Chapter 1 Introduction. It mainly describes the background and significance of the topics selected, the research ideas, and the main analysis tools and methods; Chapter 2 is a summary of strategic management theory. The basic theories of strategic management (including SWOT theory in strategic management theory, PEST theory, Porter's five force model theory, Boston matrix theory, etc.) and the development stage of strategic management theory are briefly introduced; Chapter 3 Research Methods. Research object introduction. It mainly includes the company profile and major products, markets and performance of LDL Company, as well as the problems faced. Environmental Analysis. Through the analysis of the external environment of the pharmaceutical intermediates industry, the company's current status, industry competition and trends, and medical reform policies, etc., understand and analyze the opportunities and threats that the company has in the external environment; through the analysis of internal resources and capabilities, The advantages and disadvantages that the company has in the internal environment are clarified; the SWOT matrix is established; Chapter 4 analysis. Through the analysis of the company's internal and external environment, combined with the current status of the company, using the Boston Matrix Analysis method to position the company's business and strategy, and to develop a strategy for the development of the LDL company; Chapter 5 Summarizes and Suggestions. According to the actual situation of LDL Co., Ltd., specific implementation measures and recommendations were put forward for the implementation of the strategy.