Pfizer is firmly focused on the needs of customers, starting with patients and extending to all key stakeholders. Our organization reflects that focus.

Our Worldwide Research and Development group discovers prescription medicines and vaccines and develops them until "proof of concept." A promising product is then transferred to one of our Biopharmaceutical Businesses, which works to prove the new product in the clinic, obtain regulatory approvals, launch it and manage it through its life cycle. Pfizer Diversified Businesses serves those who use our consumer health care products, nutritional and animal health products. Pfizer Global Supply anchors all our groups with state-of-the-art production services and a secure, efficient supply chain. Enabling Functions advance a range of business goals, including strong financial controls, strict compliance, and wide-ranging engagement with colleagues, business partners and the public.
Global Opportunities

Pfizer Annual Review 2011

Worldwide Biopharmaceutical Businesses
Clinical Development and Life Cycle Management

Key Customers
- Patients
- Health Care Professionals
- Pharmacists
- Wholesalers
- Payers
- Governments

Enabling Functions
Medical, Legal, Finance, Human Resources, Strategic Planning/Business Development and Policy/External Affairs/Communications services for Pfizer businesses and Pfizer Inc

Pfizer Global Supply
Manufacturing, Quality Assurance and Secure Distribution services to support research, clinical and commercial operations

Pfizer Diversified Businesses
Research, Development and Product Management

Key Customers
- Consumers
- Animal Owners
- New Parents
- Veterinarians
- Retailers