

**Situation**

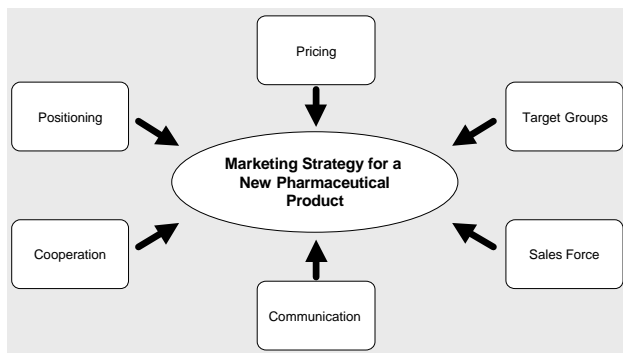
- ◆ R&D investment is high and rising fast, but only a small number of pharmaceutical products make it to the market
- ◆ These products have to compensate for many failed products and have to generate profitability for the whole company

⇒ Optimal marketing strategies are crucial to exploit the market potential of these products fully

**Our Concept**

- ◆ Understanding the framework of a marketing strategy (see Figure 1)

**Figure 1: Strategic Framework**

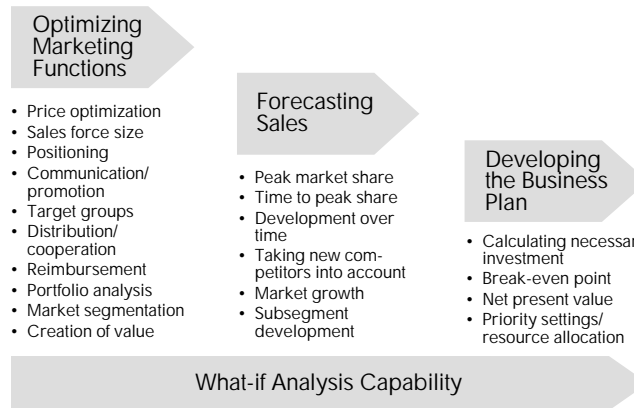


- ◆ Building strategic intelligence by evaluating the alternatives within this framework
- ◆ Deriving recommendations for an optimal marketing strategy
- ◆ Implementing the marketing strategy

**Our Approach**

- ◆ Our process of building strategic intelligence starts with optimizing marketing functions for the pharmaceutical product (see Figure 2)

**Figure 2: Process of Building Strategic Intelligence**



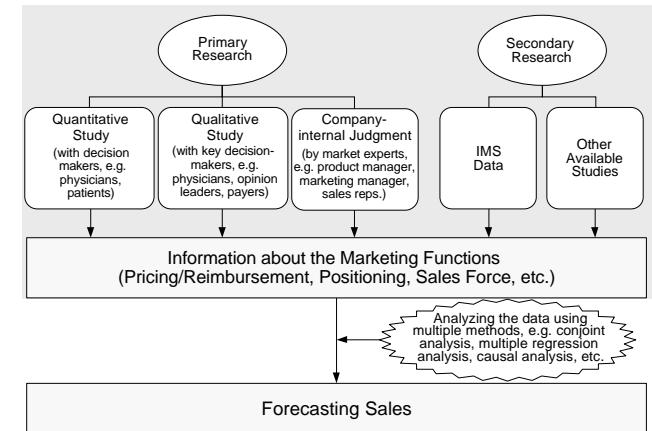
- ◆ These marketing functions are then incorporated into a simulation model that allows us to forecast and to compare the sales impact of various strategic alternatives, e.g. premium pricing and strong sales force support vs. me-too pricing and low sales force support
- ◆ Based on the insights from the sales forecasting model, an optimal business plan can be developed

**Our Research**

- ◆ The collection of comprehensive and detailed data as well as highly sophisticated data analysis are necessary for optimizing marketing functions and thus adequately forecasting sales

- ◆ In order to provide reliable information, our research is based on a multimethod-multisource approach (see Figure 3)

**Figure 3: Data Collection and Analysis**



- ◆ This allows for data cross-checks and thus ensures valuable input for the process of building strategic intelligence

**Our Timing and Implementation**

- ◆ Strategy development should start during phase III or even phase II of clinical trials to ensure sufficient time for strategy implementation
- ◆ We recommend establishing a strategy task force consisting of key people from the client side and SIMON ♦ KUCHER & PARTNERS
- ◆ Ideally, this task force will accompany the pharmaceutical product until the time of launch or even beyond, if necessary

**Further information is available on our website:**

<http://www.simon-kucher.com>

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