

# Entry and build-up strategies

## Case study: Perfect your market entry strategy



### Project Background

Our client requested to evaluate the key entry barriers and related commercial success factors for the development of a best-fit commercialization model in a South-East Asian country



### Objectives

- Design an entry strategy for the client in a South-East Asian country
- Facilitate the regulatory filings



### Approach

- Conducted market assessment (PESTLE) to assess the current situation
- Conducted SWOT analysis for the client company in relation to the market
- Evaluated key entry barriers and identified mitigating “Market Access 2.0” activities
- Estimated the size of business opportunity
- Assessed various commercialization models including ROI



### About Us

phamax is an independent healthcare research and consulting firm specialized in commercial and scientific market access solutions. Our services empower pharmaceutical companies to introduce or commercialize their novel technologies into clinical practice. We are headquartered in Switzerland.



### Client Benefits

- Entry strategy including prioritized activities and corresponding resource allocation
- Network of in-country partners