

Competitive intelligence

Case Study: Stay ahead with smart data insights



Project Background

- Our client wanted to understand the competition in the branded generics portfolio in the emerging markets
- The company intended to evaluate its performance against the competition by establishing a baseline and understanding the competition's future in certain key metrics

Objectives

The objective is to understand strategies of key players regarding their diversified/ established brands and branded generics (BGx) portfolio

Approach

- Our approach involves framing key intelligence questions and answering them with secondary and primary market research techniques
 - Secondary research to collate information from the public domain
 - Primary research to fill data gaps identified
 - Combining primary and secondary research data to answer the key intelligence questions
 - phamax continuously tracks the identified key parameters and provides updates at regular frequencies (monthly / quarterly / half yearly)

Results

- Establish a competitive intelligence system for diversified brands in portfolio
- Develop individual company reports focusing on their global BGx/Established products/ Generics strategy and long term plans including financials and head counts
- Develop a consolidated report including executive summaries from all companies comparing various elements such as financials, employees, strategies and tactics

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.