

Product launch strategy for European biopharmaceutical company

Identified geographical concentration of demand

Designed optimal distribution channel configuration

Developed effective marketing, promotional and communication strategies

CLIENT CHALLENGES

- A top European [biopharmaceutical company](#) with a well-diversified portfolio wanted to build an optimal product launch strategy in a number of Asian countries
- Key challenges were:
 - Developing a roadmap to plan the launch in these [Asian](#) countries
 - Scarcity of data availability in these countries
 - Building strategies based on responses from multiple stakeholders
 - Interviewing distribution channel partners to build strategy

OUR APPROACH

- **Competitive analysis:**
 - Conducted detailed studies on competitors' products within the same product category
 - Benchmarked the client vs competitors in terms of product features, pricing, reach and brand value
- **Surveys and interviews:**
 - Conducted detailed customer surveys to identify unmet customer needs and devised relevant strategies for the client to address these needs
 - Interviewed channel partners
- **Strategy designing:**
 - Identified key