

Sneak Peek

Mastering Projects and Regulatory Milestones in Generic Drug Development



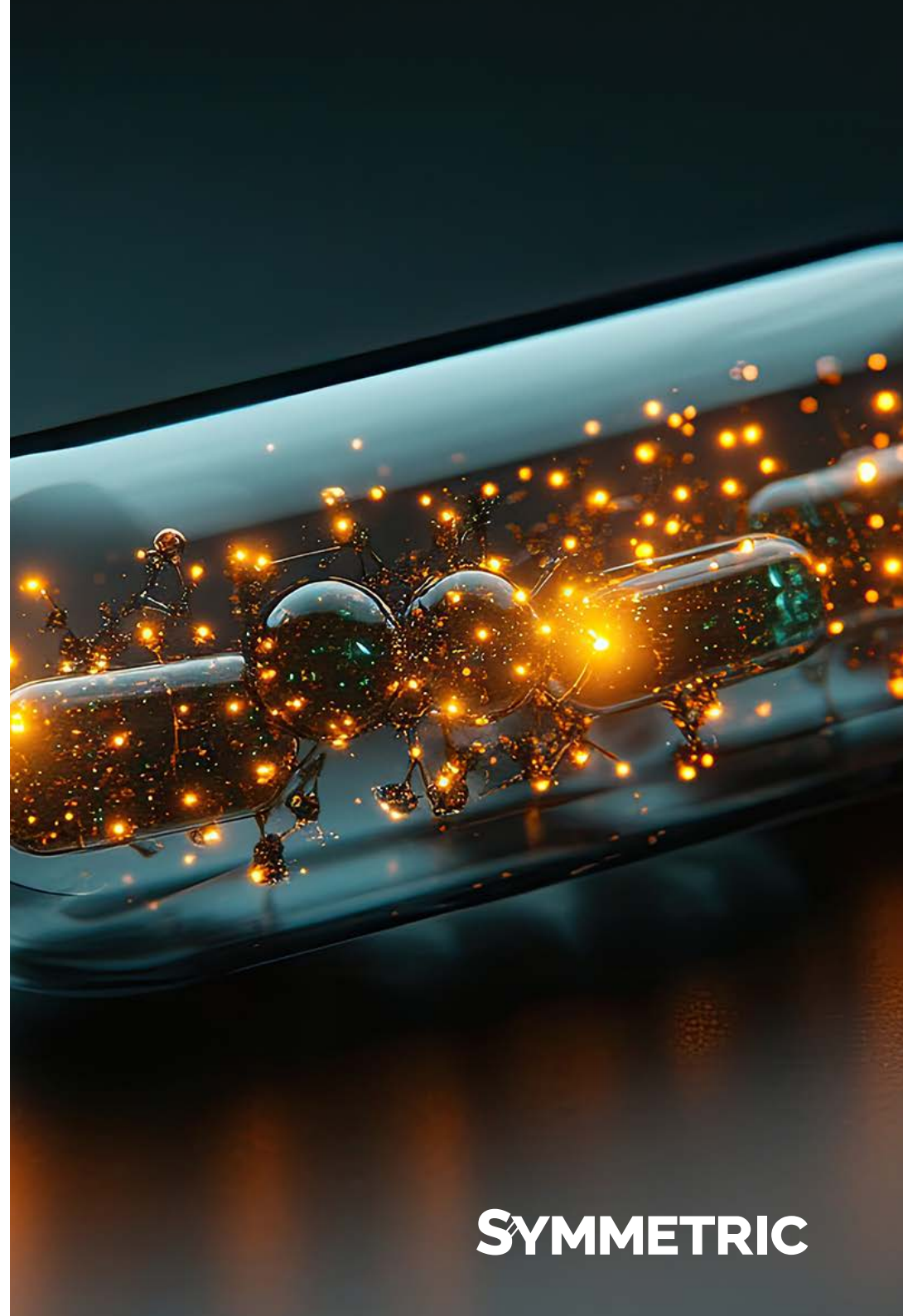
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SYMMETRIC

Today vs. tomorrow – know your competitive advantage

POSITIONAL ADVANTAGE

Positional advantage may be technical or simply geographical-could include:

- ▶ Salaries
- ▶ Low cost for construction
- ▶ Environment control unregulated

SPECIAL CAPABILITIES

Special capabilities could include:

- ▶ Patents
- ▶ Special financial agreements
- ▶ Subsidies etc.
- ▶ Privileged tradable assets (business agreements, IP rights)
- ▶ Distinctive competencies (things a company does especially well)

Criteria for evaluation of product or segmentations



GEOGRAPHIC

- Current geographical **coverage** of competitive products
- **Evolution** of geographical coverage of competitors
- Geographical differences in competitive offering **characteristics**

- **Market share** of distribution channels (direct sale, sale through retailer, wholesaler, agent)
- Position within **channel** structure (margins, exclusivities, etc.)

DISTRIBUTION

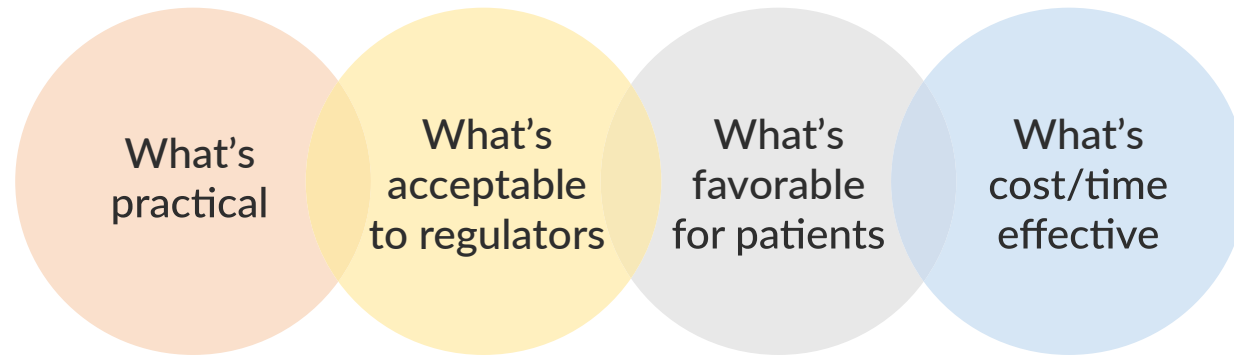
PRODUCT

- Complete **overview** of the evolution of product market shares (e.g. by country)
- Product **strategies** for market players
- Manufacturing and distribution **pricing** characteristics of products
- **Regulatory** strategy, marketing authorization application (the EU – MAA), new drug application (US)

- Current & future **competitive coverage** of evolving needs in terms of satisfaction level, purchasing criteria and baseline
- Perceived **value** from competitor offerings

CUSTOMERS / PATIENTS

Understanding and Predicting Performance



Pharma business strategy today - challenges

Digitally integrated quality and manufacturing processes

Focus on operational efficiencies across equipment assets

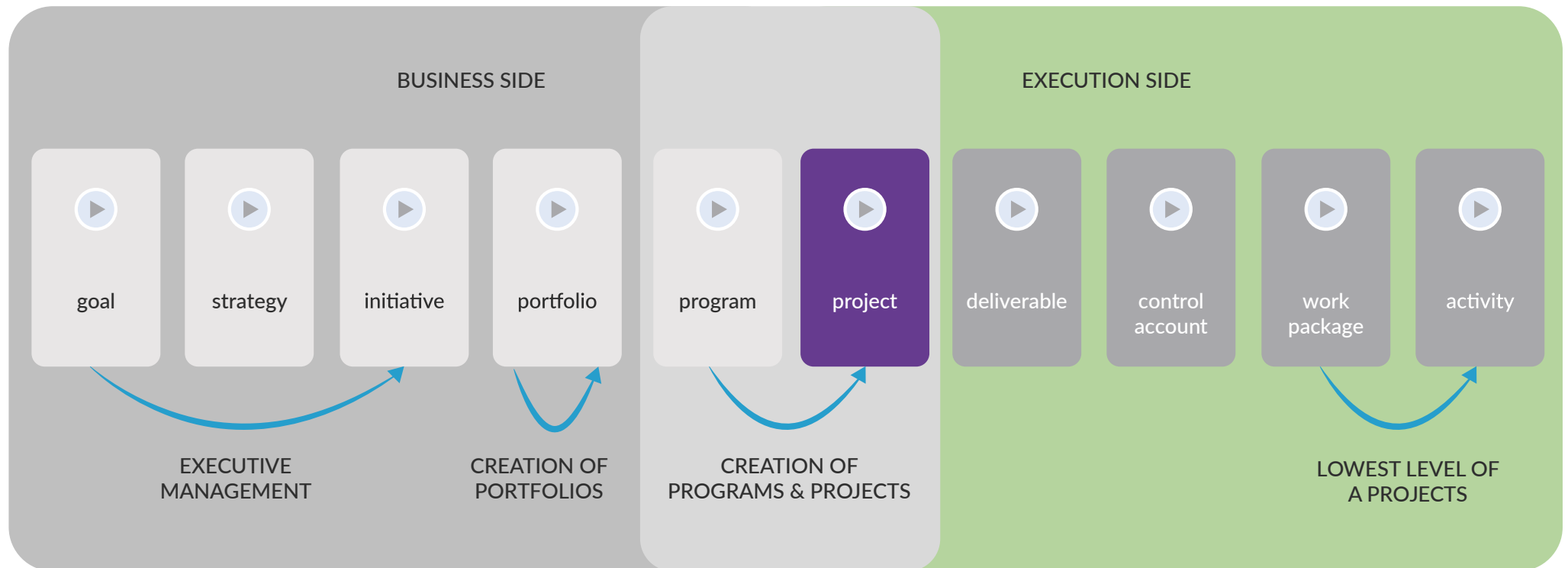
Real time supply chain management and planning

Digital marketing and online presence

Breakthrough therapies with focus on gene therapy, biosimilars and oncology

Development of smaller markets, personalized products and biosimilars

Business vs. execution



Registration

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