

Business Analysis To Explore New Markets

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A Generic Manufacturer Seeks to Explore New Markets for Its products...

Generic Manufacturer:
COPY Industry VS Originator Brand Industry



Originator Industry VS Generic Industry

- **R&D**
 - High R&D costs for Innovative P. VS
 - Low R&D costs
- **Regulatory Approvals**
 - Rigorous approval process VS
 - Simplified approval

Originator Industry VS Generic Industry

- **Pricing**
 - High pricing to recoup R&D investments
VS
 - Lower pricing: affordable alternatives
- **Marketing**
 - Aggressive marketing strategies
VS
 - Limited marketing

Originator Brand Drug Industry VS Generic Drug Industry

	Originator Brand Drug Industry	Generic Drug Industry
R&D	High R&D costs for Innovative P.	Low R&D costs
Regulatory Approvals	Rigorous approval process	Simplified approval
Pricing	High pricing to recoup R&D investments	Lower pricing: affordable alternatives
Marketing	Aggressive marketing strategies	Limited marketing



A generic
Manufacturer Seek
to Explore New
Markets for Its
products

- **Market Research and Analysis**
 - **Demographic and Economic Analysis**
 - Population Size
 - Economic Factors
 - **External Factors**
 - PESTEL ANALYSIS (Political, Economic, Social, Technological, Environmental, Legal)
 - **Regulatory Landscape**
 - Regulatory Requirements
 - Patent Expirations



Partnerships and Collaborations

- **Local Partnerships**
 - **Distribution Partners**
 - **Collaborative Production**
- **Networking**
 - **Industry Events**
 - **Professional Consultancy**



Competitive Analysis

- **Competitor Presence**
 - Market Players
 - Market Share
- **SWOT Analysis**

SWOT Analysis for Generic Manufacturer

- **Strengths:**

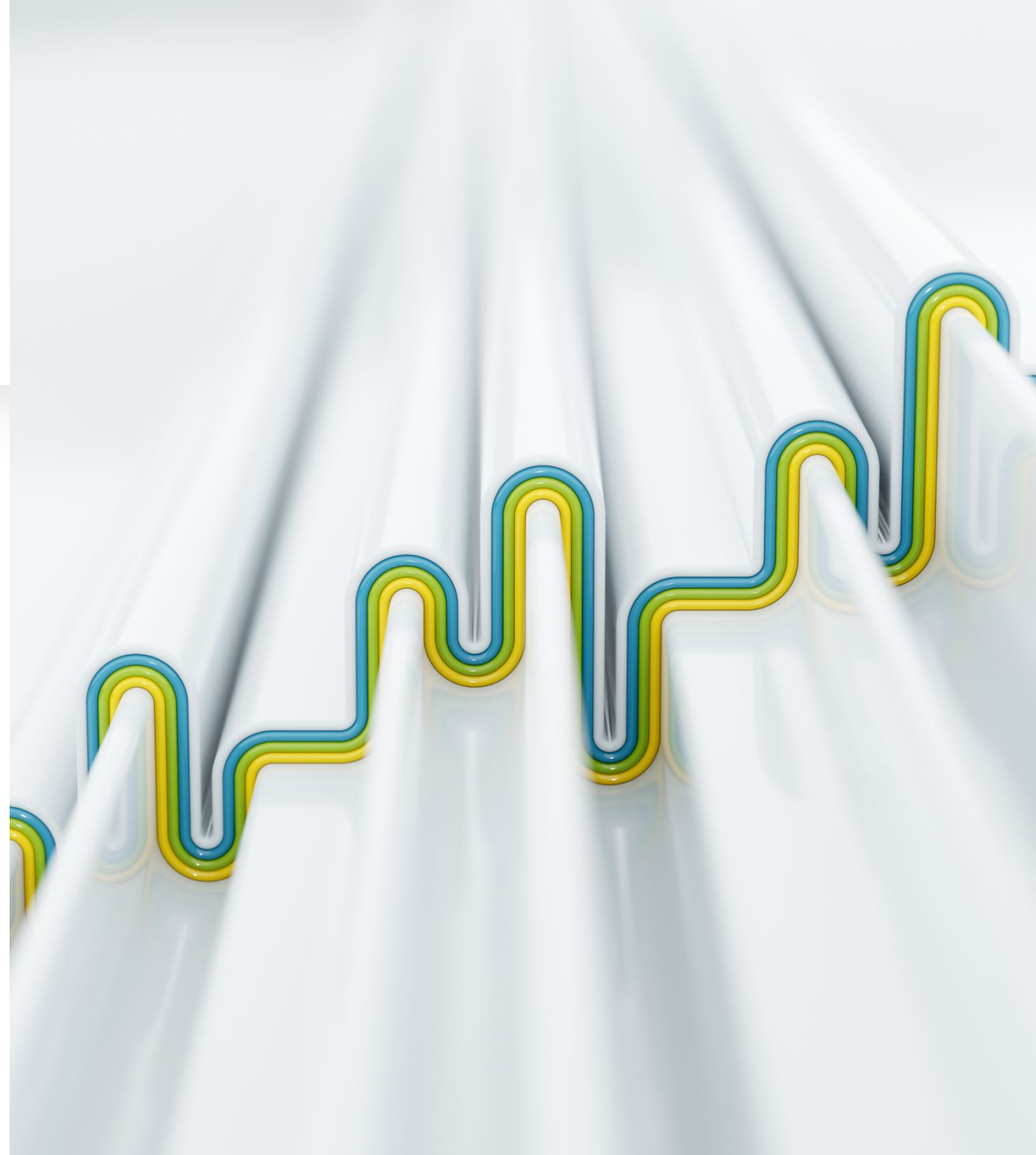
1. Competitive Pricing/Cost
2. Diverse Portfolio



SWOT Analysis for Generic Manufacturer

- **Weaknesses**

1. Limited Brand Recognition:
2. Dependency on Patent Expirations
3. Margin Pressure



SWOT Analysis for Generic Manufacturer

• Opportunities

1. Emerging Markets
2. Aging Population
3. Healthcare Reforms
4. Collaborative Ventures



SWOT Analysis for Generic Manufacturer

- **Threats**

1. Price Wars

2. Innovator Strategies

Marketing and Brand Building?

- Marketing Strategy
 - Value Proposition





Business is all
about making
connections

R. Bronson



THANK YOU