



Horizontal Business Expansion Opportunities and Strategies

Case Study

Horizontal Business Expansion Opportunities and Strategies

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|-----------------|---|
| Client | A global healthcare company |
| Industry | Healthcare |
| Products | Rx and OTC – pharmaceutical and medical devices |

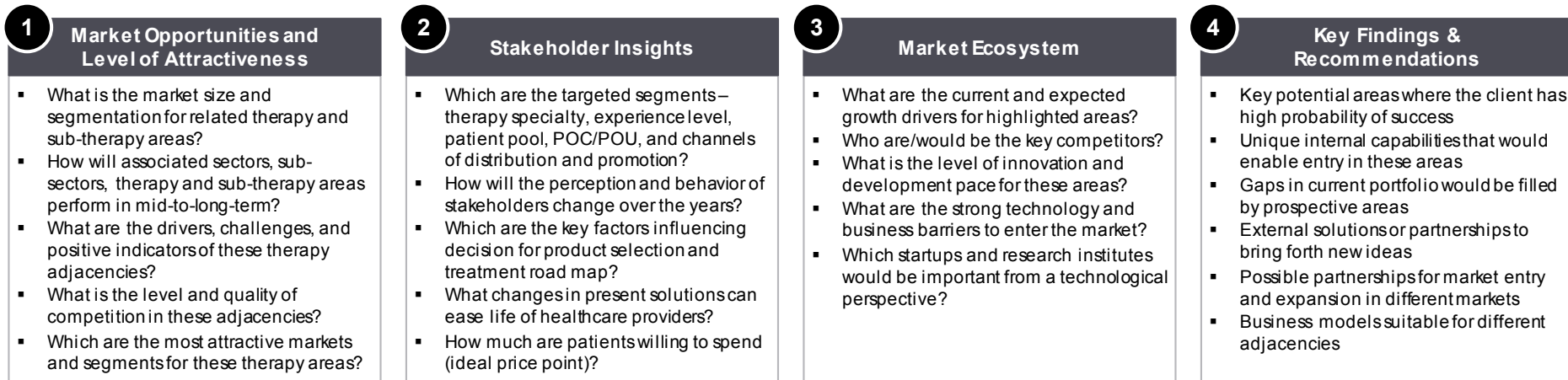
Context

- The client wanted to identify potential business opportunities in skin and respiratory-related adjacencies in the US, EU-7, Japan, China, Korea, and Australia.

Key Business Questions

- What are the potential therapy areas untapped by the client's current portfolio?
- What are the treatment options available and what are the key unmet needs?
- What are the perceptions of the medical fraternity, nursing staff, technicians, patients, pharmacists, and retailers about existing solutions and expected improvements in these solutions?
- What is the probability of the client being successful in these areas, considering market factors and internal strengths?
- Which are the key growth opportunity areas considered by competitors and what are their priorities?
- What are the strategic and operational bottlenecks and challenges to enter into selected areas?

Engagement Scope



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Research Methodology

Secondary Research

- Company websites, databases, scientific articles, whitepapers, market and industry reports, etc.

Primary Research

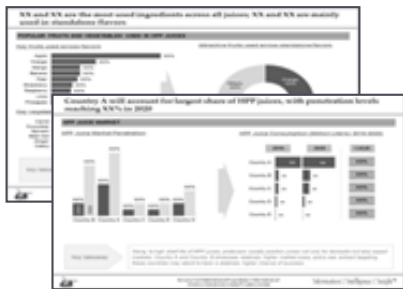
- 100 detailed interviews and web survey of 500 responders - prescribers, nurses, technicians, and pharmacists to understand potential opportunities in adjacencies

Benefits to Client

- In-depth adjacencies evaluation report based on multiple techno-commercial parameters
- Shortlisted adjacencies based on market attractiveness and right-to-win assessment
- Based on study insights and recommendations, the client strategic team shortlisted 3 key adjacencies for their short-term business development goals

Sample Analysis

1 Market Opportunities and Level of Attractiveness



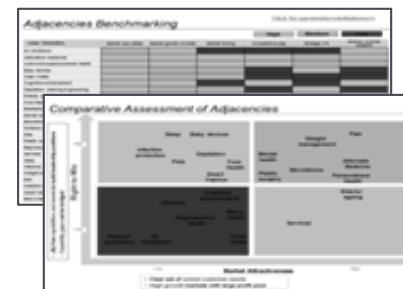
2 Stakeholder Insights



3 Market Ecosystem



4 Key Findings & Recommendations



Thank you

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