

## Healthcare and pharma / SME: 45 mlns Euros

### Context and goal of the project

- ✓ Presence in the polish market for over 10 years through a local distributor
- ✓ Sales in decline, stronger competition, no control on the distributor's actions
- ✓ Need to validate the potential of the market and its trends
- ✓ Analyse competitors and their marketing strategy
- ✓ Choose the best strategy to gain sustainable sales development

### Support from the VALIANS INTERNATIONAL's experts

- ✓ Gathering of key information on the healthcare and pharmaceutical industry
- ✓ 4p analysis: Product, price, place and promotion
- ✓ Store-checks in pharmacies in several big cities in Poland
- ✓ Interviews with doctors and pharmacists
- ✓ Qualification of needs from the key accounts
- ✓ Analysis in details of the main competitors and their marketing strategy
- ✓ SWOT, conclusion and recommendations

————— Following the market analysis —————

- ✓ Audit of the local distributor and redefinition of the business model

### Results

- **Definition of a new model of collaboration with the current distributor with full visibility on sales and marketing actions**
- **Definition of a new sales model adapted to the reality of the market**

Timing: 3 months

