

Consulting Practice

Strategic Consulting Case Study



Client

A niche, global Pharmaceutical Product Development Group wanted to understand the API / Product potential and assess their product pipeline based on facts and evaluate if these products would have any clinical, market potential in India.

Challenge

The challenge before the CEO was to have an independent assessment of the formulations R & D Projects which they had inherited after a takeover and the potential of these projects to be sold as products.

Solution

Vyomus Consulting (Vyomus) was engaged to provide Strategic Consulting Services and provide the customer a fact based understanding of the development landscape, clinical potential, competitor scenario and development roadmaps for each of this Eight product pipelines in different therapeutic segments. The following approach was executed :

- Vyomus created a team of senior consultants (with experience in clinical, market strategy, market analysis, drug development, therapeutics) under a Project Manager who acted as a single point of contact for this engagement
- Vyomus helped the customer understand the product potential of each of the individual Eight products by providing a product strategy based on value chain analysis, development roadmap, prioritization matrix, market entry strategy and clinical strategy
- Vyomus assisted the customer in understanding various options available to go to market with his products and the approaches suited for each of his eight products.
- Vyomus also delivered a detailed Project Plan which indicated the data points required for garnering market authorisations.

Results

Vyomus Consulting helped the customer attain a fact based understanding of his product pipeline and provided the customer with a fact based, Market Acceptable Roadmap for each of his Eight products. It also assisted the customer in creating a Strategic Map for his products and attain development prioritization.