



# Case Study – Consulted A Pharma Company On Geographical Expansion of their Pharmaceutical product line/API-X

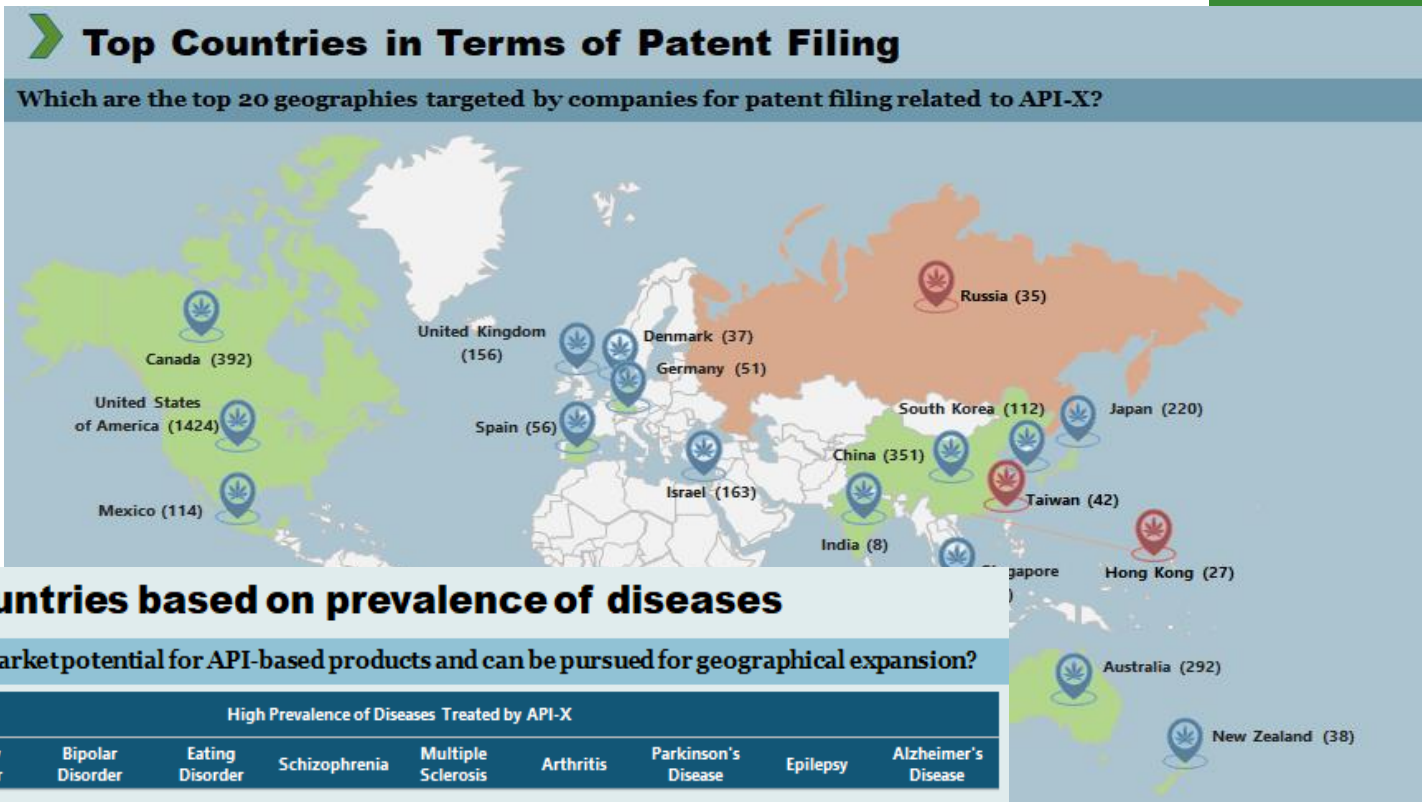
**Value Delivered** – Client was able to use this analysis to decide on new markets for their product pipe line.

**Problem to be solved** – Client was interested in expanding their business and wanted to evaluate other countries where he can launch the drugs.

**Solutions offered** – GreyB started the analysis by considering few parameters which gave an indication of high market potential in the selected countries. Few exemplary parameters were -

- IP activity – It helped in knowing different challenges which may arises after launching the product.
- Prevalence of disease – It indicated that how much is the need of selling product in a selected country.
- Population – It indirectly showed the market potential of geographies.
- Already Marketed product or competitor product analysis in selected geographies

While providing this information, GreyB also prioritized the markets based on criteria like market potential, time to entry, current need and available competition which helped client in consuming the insights and deciding on future strategies.



**Evaluation of Countries based on prevalence of diseases**  
Which countries showcase good market potential for API-based products and can be pursued for geographical expansion?

Countries Picked for In-depth Analysis	High Prevalence of Diseases Treated by API-X									
	Depression	Anxiety Disorder	Bipolar Disorder	Eating Disorder	Schizophrenia	Multiple Sclerosis	Arthritis	Parkinson's Disease	Epilepsy	Alzheimer's Disease
Spain	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
India	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Germany	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
France	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Italy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Japan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
South Korea	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
South Africa	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Poland	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Peru	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

