Case Study: Go-to-Market Strategy

Pharmaceutical Industry

Successfully launching second-line drugs with no impact on performance of existing product lines.

A go-to-market strategy defines the methods by which an organization will connect its product or service with its customers. The most critical aspect of this strategy is gaining an understanding of the problems your customers face and how your offerings can solve those problems. A well-planned go-to-market strategy provides an action plan to launch your products or services in an impactful way, and should include goals, pricing strategies, distribution channels, and marketing objectives.

The challenge

A leading US specialty pharmacy chain wanted to exploit new growth opportunities in the US pharma sector. The company's unorganized marketing initiatives and the growing competition within the industry were posing several growth challenges. Lack of alignment between commercial functions and marketing strategies necessitated the development of a market strategy template to effectively launch the company's new second-line drugs.

Our approach

A go-to-market strategy template allowed the company to assess its internal alignments prior to scaling and institutionalizing a go-to-market strategy framework. Six potential alternatives to its current strategy were identified and evaluated based on the possible impact they would have on the company's overall business value.

The optimal strategy template was selected from among these six options that balanced near-term threats with long-term business plans to ensure ongoing success.

Benefits

- Development of a go-to-market strategy framework applicable to both current and new marketing initiatives

- Successful launch of second-line drugs without affecting the performance of the current product line

- Revenue from the product launch exceeded expectations

Find out more...

about how the Technavio team can help you identify emerging opportunities and resolve your business challenges.

T: +1 888 972 9594   **E:** enquiry@technavio.com   **W:** www.technavio.com