



CASE STUDY

PHARMACEUTICALS

A BIO-PHARMACEUTICAL PRODUCTS COMPANY STRENGTHENS **DECISION-MAKING CAPABILITIES**

A global leader of bio-pharmaceutical products was exploring business opportunities for contraceptive products in six target markets. WNS conducted a competitive landscape study, which offered the client insights into the defined markets and enabled identification of demographic and cultural factors that potentially influence a consumer's decision regarding the use of contraceptives. WNS' competitive landscape report served as an information bank, which is still used as a knowledge repository in the client's organization.

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The Client

One of the global leaders of bio-pharmaceutical products.

Business Challenge

The client was exploring business opportunities for contraceptive products in markets which included North America, Europe, Latin America, Oceania, Africa and Asia. The client also wanted to analyze the physician and consumer preferences for various contraceptive methods.

Scope

WNS proposed a competitive landscape study, which would offer the client insights into the defined markets. The study would enable identification of demographic and cultural factors that potentially

influence a consumer's decision regarding the use of contraceptives. The purpose of the study was to serve as a knowledge compass for deciding the investments at various stages of product development.

The WNS Solution

WNS conducted a competitive landscape study, which culminated in a report, providing the client a critical information bank comprising the following:

- Prevalent contraception practices among the defined target segments
- Consumer response and physician preference towards different types of contraceptive methods and products

- Region-wise analysis and classification of contraceptive methods and products
- Pipeline analysis of contraceptive drugs in development

Benefits Delivered

WNS' competitive landscape report serves as an information bank, which the client refers to for decision-making at different stages of product development.

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